BROADCASTING

Published Semi-Monthly • Vol. 2 No. 9 WASHINGTON, D. C., MAY 1, 1932 • $3.00 the Year 15c the Copy

THE NEWS MAGAZINE OF THE FIFTH ESTATE

SUMMER BROADCASTING

	1922		1932
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result largely from a shrewd selection of appropriate talent. . . . A clever choice of capable artists may be effected by consulting with NBC ARTISTS SERVICE. . . . This organization, presenting a more brilliant array of representative artists than any other agency of its kind, offers an unusual service to broadcast advertisers. . . . Incidentally, this wide range of talent and the extensive facilities of NBC ARTISTS SERVICE are available for all forms of public entertainment and private functions, including lectures, concerts, banquets, conventions, dances, recitals, stage productions, motion pictures and phonograph recording. . . . Inquiries will receive immediate attention.

★ ★ ★ ★ ★ ★

NBC ARTISTS SERVICE • 711 FIFTH AVENUE • NEW YORK CITY

GEORGE ENGLES . . . MANAGING DIRECTOR

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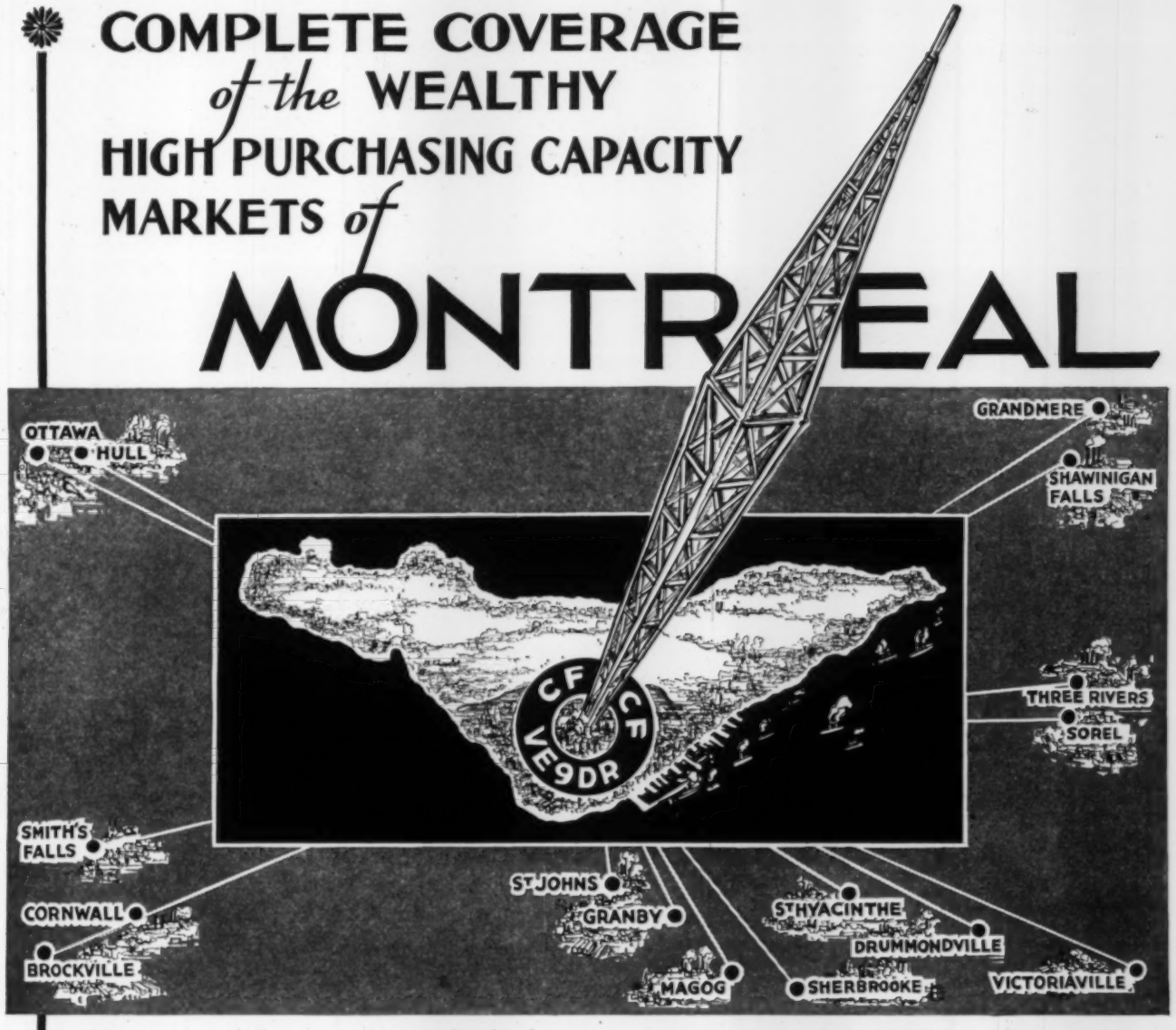

Montreal and its immediate suburbs have a population of over a million and a quarter people. At the head of tidewater on the St. Lawrence River, Montreal is commercial and industrial metropolis of Canada and presents a concentrated market of unusually responsive purchasing power.

Montreal has 104,705 English families and in addition has 125,646 French families of whom it is conservatively estimated that 65% speak and understand English . . . the predominant and essential language of trade and commerce.

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Here you will find the complete story of CFCF and its coverage, also of VE9DR, Canada's highest powered Short Wave Station. VE9DR operates in conjunction with CFCF and broadcasts your message to all parts of the world without extra charge. Write for booklet.

Associated Station National Broadcasting Company—
RED or BLUE Networks.

CFCF MONTREAL, CANADA
and short wave station VE9DR

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OVER 124 RADIO STATIONS

In this nation-wide organization there are 124 stations equipped to broadcast by the latest Western Electric Method and available to choose from when building your multiple broadcasting chain over the World Broadcasting System. (In addition to that there are many supplementary stations available over this system for special sales problems.)

The units of this organization, tied together by special Western Electric broadcasting equipment, are as follows:

New England	10 stations	North West	6 stations
Middle Atlantic	26 stations	South West	15 stations
South East	24 stations	Mountain	2 stations
Middle West	31 stations	Pacific	10 stations

You can make any selection of stations you wish. It is not necessary to use all the stations in the territory.

Full information will gladly be sent on request.

USERS OF THIS SYSTEM:

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WESTERN ELECTRIC LICENSEE

Western Electric
NOISELESS RECORDING

BROADCASTING

The NEWS MAGAZINE *of* THE FIFTH ESTATE

VOL. 2, NO. 9 | WASHINGTON, D. C. | MAY 1, 1932 | $3.00 PER YEAR—15c A COPY

Broadcasters Report Business Improving

Prospects for Summer Advertising Brightest in Years; Networks and Well-Located Stations Optimistic

DESPITE the general depression, the business of broadcasting as a whole is on the upgrade. Although there are numerous exceptions, chiefly among the local low power stations, the majority of broadcasters and advertising agencies make encouraging reports. The networks particularly are increasing revenues over past years and are consequently expanding their facilities. Transcription manufacturers are optimistic in view of the prospect of politicians using their medium this election year. Offsetting this, however, are the fight being waged by foes of radio, the threatened copyright fee increase and, for some stations, the cost of reconditioning equipment.

THE BUSINESS of broadcasting is looking up. Retarded somewhat by the general depression, radio in many instances is nevertheless reaping new rewards from the tendency on the part of many advertisers, national and local, to give the audible advertising medium at least a trial. Far from losing renewal accounts, or meeting insurmountable obstacles in acquiring new accounts, broadcasters strategically situated for serving favorable markets are for the most part finding business improving.

This is true despite the spring and forthcoming summer seasons, which normally herald a diminution of advertising budgets. Radio is rapidly proving itself an efficacious year-round advertising medium, and for the exploitation of summer goods and services the prospects now appear brighter than in several years past.

The conclusions here stated are general, based on reports reaching BROADCASTING from broadcasters and agencies alike. There are exceptions aplenty, of course, particularly among local low power stations, but the exceptions do not disprove the general rule that radio advertising is definitely on the upgrade.

Now is the time when the agencies are completing their summer schedules, making up their lists for all media for the hot months that follow Decoration Day, May 30. At this time many agencies are also making up their fall lists, some even preparing "copy" for early 1933 placement. The rules followed heretofore in preparing "copy" for printed media apply no less to the relatively new radio medium, and the stations on their toes for business during these and the ensuing months are the ones most likely to be rewarded.

Agencies Wide Awake

THAT the agencies, more and more of which are going into the radio field, are alive to the tremendous sales-stimulating possibilities of radio was particularly manifest at the meeting of the American Association of Advertising Agencies in Washington in mid-April. The utmost friendliness toward radio and the problems of the broadcasters was evinced on all hands at the radio session of the A. A. A. A., particularly when radio programs came in for strong criticism for their "overcommercialism," as reported more fully elsewhere in this issue.

Defending radio advertising as a sales medium, one delegate, W. C. Hoyt, president of the Charles W. Hoyt agency, New York, even went so far as to say:

"A few years ago we didn't have radio as a means by which to advertise. We used newspapers, magazines, billboards and other forms of advertising. What has happened in the last few years in the case of certain advertisers is that they have given up all other forms of advertising and are using radio exclusively. In many instances where that has been done the sales are showing greater increases than they did when they used those other forms of advertising. It seems to me that that is rather indicative of the fact that certain programs must be pleasing to the public or they wouldn't respond in that way to the sales of the products advertised."

Enlightened leaders in both the radio and agency business, not to omit managers of national advertising accounts, are finding radio a natural supplement to printed advertising. The argument is frequently advanced that nearly every product advertised in print can secure added marketing stimulus by the use of the radio medium, and many new accounts are coming from long-established print advertisers.

Right now the emphasis, of course, is on seasonal products like outing goods, soft drinks, confections, gas and oil, automobiles and automotive supplies, foods and the like and on services like tourist travel, auto and tire repairs, etc. This is true both locally and nationally. Manufacturers of seasonal goods are turning more and more to radio, and it is significant that railroads, bus companies and tourist agencies of various kinds are doing likewise. In a few states appropriations to be devoted partially to radio advertising have actually been made to encourage tourist travel, while in many communities the local chambers of commerce are using the radio for similar purposes.

More Transcriptions

SIGNIFICANT too is the fact that at least one large transcription account to create confidence in business and banking is being launched throughout the United States by the New Business Corp., Chicago, bearing the endorsement of the Financial Advertisers Association. The banks, oddly enough, have been among the last to avail themselves of the tremendous good-will and confidence-building potentialities of radio.

The placement of transcription business is definitely increasing. A survey by Batten, Barton, Durstine & Osborn, New York agency, revealed that last year there was an increase of 175 per cent in the number of sponsors of electrical transcription features. One transcription company estimates that transcriptions brought $12,000,000 and scores of new advertisers to radio stations in 1931.

In the foregoing a rather roseate picture of the business of broadcasting and its prospects has been painted. The reverse is true in many individual instances, but the conclusions here stated seem to be borne out in the industry at large. Exceedingly fortunate these days is the station that commands audience in ripe marketing areas; the lugubrious reports come from stations not so well situated or established with regard to market and audience popularity.

The Darker Side

THE BROADCASTERS, of course, face many difficulties that sometimes more than offset the favorable conditions and portents for advertising-getting. Under constant fire from enemies of Radio by the American Plan—newspaper interests, educators and reformers—they must combat a well organized system of propaganda aimed against the integrity of their franchises. Many are now under the heavy expense of reconditioning their studio and transmitter apparatus, the obsolescence factor of which is high because of the rapid advances in the radio art. This means expense and heavy expense. Add to this the proposed levy of a 5-per-cent-of-gross by the copyright owners—an increase in operating costs that must be met in some cases by higher rates to sponsors—and their lot is not altogether a happy one.

Among the other favorable conditions to report, however, are the advances being made by the major networks. Additions of stations in strategic locations are constantly being made, with few subtractions.

The networks will probably benefit somewhat from politics this year, though, with better proportions of their time sold than before the national elections of 1928, they are not as eager as they formerly were for political business. Politics usually demands the more favorable hours, already sold, and established sponsors must relinquish them on a no-pay basis. Moreover, it is not likely that either of the big parties will have the $500,000 each that they spent on radio in 1928.

An encouraging aspect for individual and non-network stations

of the political advertising situation is the fact that both the Republicans and Democrats will probably go in fairly heavily for transcriptions this year, spotting their programs where their needs can best be served. Several transcription companies have already been in conference with party leaders with a view to developing this business. That transcriptions can be used effectively in political campaigning was rather strikingly proved during the recent Illinois elections when Len Small, Republican nominee in the primaries, and other candidates, used recorded programs on Illinois stations and on at least one high power out-of-state station with good Illinois coverage.

Network Revenues

PROBABLY the most favorable showings are manifested by the networks thus far this year. Both NBC and CBS have consistently increased their monthly sales of time. The first quarter of 1932 found their combined sales of time 45.5 per cent ahead of the same quarter of last year. During 1931 as a whole, it will be recalled, NBC and CBS together grossed $35,791,-999, an increase of 33.6 per cent over the 1930 calendar year figure of $26,815,746.

During the months of January, February and March of this year, their combined incomes from sale of time alone aggregate $12,176,-145, which compares with $8,258,-645 during the same months of 1931. If business continues as good—and increases were shown in practically every summer month of last year over the same summer months of the year before—it is possible that the networks will approach an aggregate income from time of $50,000,000 this year.

Breaking down the network figures, they reveal that NBC's several nets sold $8,071,839 worth of time to sponsors during the first quarter of 1932, which compares with $6,116,072 during the same three months of 1931, a gain of 32 per cent. CBS sold $4,104,306 worth of time during the first quarter of 1932, as against $2,142,-573 during the same three months of 1931, a gain of 91.5 per cent!

By classifications according to products, the figures reveal that network accounts on the increase during the quarter recently ended are those sponsored by the automotive industry, clothing and dry goods, confectionery and soft drinks, drugs and toilet goods, foods and food beverages, house furniture and furnishings, jewelry and silverware, machinery and mechanical supplies, lubricants and petroleum products, paints and hardwares and radios, phonographs and musical instruments.

Automatic Tuner

AN AUTOMATIC radio tuner, which permits the pre-selection of various stations wanted at different hours of the day, shifting every 15 minutes or multiple thereof through a 24-hour period, has been developed for the Atlantic Broadcasting Corp., CBS operating unit, by Emile Brugger, Swiss watchmaker, who on April 19 was issued letters patent No. 1,854,643 by the U. S. Patent Office. Half interest in the patent has been assigned to CBS.

NBC Ban on Disk Programs is Lifted

Stations Outside N. Y. May Use Transcriptions Locally

TO ENABLE the stations it owns and operates to meet local competition and maintain their local identities, NBC has lifted the ban it has heretofore imposed on the use of electrical transcriptions and phonograph records. The policy of keeping transcribed and recorded programs off the several networks will be adhered to as before, but local managers of the dozen or more stations NBC owns or controls hereafter may use their own discretion with respect to the acceptance or rejection of transcriptions and recordings.

No formal notification to this effect has yet been sent to the stations, but the new policy has definitely been decided upon for all stations with the exception of WEAF and WJZ, New York keys, For the most part, the transcriptions and records will be accepted for transmission between the hours of 6 a.m. and 6 p.m.

This newly announced "latitude" on the part of NBC not only is a recognition by the network that transcriptions and recordings have a definite place in local radio programing but responds to the constant pressure brought upon the network's stations by local and national transcription advertisers for time on NBC-operated outlets, which, besides WEAF and WJZ, include WGY, Schenectady; WRC, Washington; WENR and WMAQ, Chicago; WTAM, Cleveland; KOA, Denver; KGO, Oakland; KYA, San Francisco; KJR, Seattle; KGA, Spokane, and KEX, Portland.

It is understood also that KDKA, Pittsburgh, and WBZ-WBZA, Boston-Springfield, Westinghouse stations whose programing recently was taken over by NBC, will continue using transcriptions.

CBS will continue its policy, established from the first, of permitting local managers of the stations it owns or controls to determine for themselves whether to use transcriptions and records.

No Kidding!

DON'T KID the copyright owners, you broadcasters. They don't like it, and they have let this be known by word of mouth and otherwise through their network of regional lawyers. "By Special Permission of the Copyright Owners" is the approved announcement. Jazzy variations of that trite phrase, such as the "Bally Old Copyright Owners," a la Ben Bernie, seem to go against the grain. The Society, one of its officials said, resents the "acrimony" that some performers put into the announcement.

Post Office Department Arrests Nine In Drive on Foreign Lottery Broadcasts

Alleged Agents of Reynosa (Mex.) Station Held in Texas; Fraud Order Issued Against CMK Advertiser

FOLLOWING through its campaign to prevent the solicitation of money from American listeners by foreign broadcasting stations advertising illegal lottery sweepstakes, U. S. Post Office authorities have had arrested nine persons alleged to have been involved in the activities of XED, Reynosa, Mexico, and warrants are out for a number of others, it was revealed April 22 by Horace J. Donnelly, Post Office Department solicitor.

The arrests were made in Hidalgo, Tex., at the behest of Federal postal inspectors. They follow the issuance in February of fraud orders against XED and certain companies using the station for the sale of lottery tickets. About the same time the department issued a fraud order against an advertiser over CMK, Havana, Cuba's biggest station, for similar violations.

Since then several dozen notices have been sent to postal authorities throughout the country setting forth various names and aliases used over these stations in lottery advertising and advising that all mail addressed to such companies or individuals be marked "fraudulent" and returned.

Those arrested at Hidalgo apparently are both Americans and Mexicans. They must stand trial for violation of the postal regulations. Several of the persons, it is understood, have been released, but will be used as witnesses. Those now in custody are Will Horwitz, Manuel B. Gonzales, Manuel C. Guerra, Milton G. Hall, Margaret Walsh Horwitz, Alfonso Dominguez and L. R. Beatty. The postal laws (Section 213, U. S. Criminal Code) provide a maximum penalty of not more than $1,000 fine or two years imprisonment or both for the first offense. Subsequent counts may be met with a maximum of five years imprisonment.

Word has been received by Solicitor Donnelly that the grand jury at Laredo has returned indictments in the cases of six of those taken into custody, with other cases pending.

Can Stop Collections

SOLICITOR Donnelly explained that while the Post Office Department cannot prevent foreign stations from broadcasting illegal advertising, it can "break up such schemes" when the purpose is to collect money from American citizens. "We can stop all mail from the United States to such stations and thereby prevent the collection of money," he said. "And if we get our hands on them, we prosecute."

XED, with 10 kw. power, is located just across the border from McAllen, Tex., and naturally is received with good signal strength in the southwest. As on the Cuban station, which also covers a wide territory, announcements are made both in English and Spanish. Both stations are supposed to be backed by American capital.

From Mexico City comes word that eight stations, several of them in the high power group, were ordered to cease operation or pay fines for violating frequency maintenance regulations. Several of the stations went off the air rather than pay the fine until such time as frequency controls could be installed. It was reported that the inefficient operation had caused interference with stations in the United States and that the Mexican State Department had been deluged with protests.

The order was issued by General Miguel Acosta, Minister of Communications, who took office several months ago. The identity of the stations was not divulged. So far as is known, this is the first effort made by the Mexican authorities to force stations to use modern apparatus as a means of curbing interference.

Half of Women Queried Name Radio Advertised Products They Purchase

MORE THAN half of 600 women living in Oakland and Stockton, Cal., upon being interviewed by representatives of the sales promotion department of the NBC Pacific Coast division, recently named from one to four radio advertised products which they are buying. Sixty-six per cent or 399 answered "yes" to the question: "Do you buy radio advertised products?"

Graduate students of the University of California and College of the Pacific made personal visits to gather the information. Only one woman mentioned a product which is not advertised over the radio. Without any suggestions from the interviewers, the women mentioned these products most frequently:

Armours, Best Foods, Carnation, Folgers, Ghirardelli, Gold Medal, Golden State, Lucky Strike, MJB Coffee, Maxwell House, Parfay-Formay, Pepsodent, Quaker Oats, S & W products, Shell Oil, Sperry Flour, Swifts, Wessen Oil - Snowdrift, Wheatena, White King.

Maj. Cohen, New Senator, Long a Friend of Radio

RADIO gains another friend in the Senate with the appointment of Maj. John S. Cohen, president and editor of THE ATLANTA JOURNAL, operator of WSB, to fill the unexpired term of Senator Harris, who died last month. Maj. Cohen's interest in broadcasting extends over ten years, beginning with his decision to establish what is now WSB and continuing as he supervised its growth and development.

Maj. Cohen, who has been Democratic national committeeman from Georgia for the last eight years, is the second United States Senator actually to own and operate a radio station, the other being Senator Arthur Capper, of Kansas, whose publishing house has WIBW, Topeka. Two other Senators have had the distinction of having their initials used as call letters, namely, Senator James J. Davis, former Secretary of Labor, after whom WJJD, of the Loyal Order of Moose at Mooseheart, Ill., is named, and Senator William M. Neely, of West Virginia, for whom WMMN, Fairmount, W. Va., is named.

XUM

NAB and Society Negotiate on Music Fees

By SOL TAISHOFF

Yardstick Rejected, Moratorium is Declared Until Sept. 1; Plenary Committee Authorized to Map Next Course

WITH A MORATORIUM in force until Sept. 1, the NAB and the American Society of Composers, Authors and Publishers are negotiating for a mutually satisfactory schedule of broadcast music license fees.

Agreement to negotiate came after the NAB had rejected flatly the proposal for 5 per cent-of-gross from commercial programs, plus a so-called "sustaining" fee which would have increased tribute paid by broadcasters, now totaling nearly $1,000,000 annually, between 300 and 500 per cent. The postponement was from June 1 until Sept. 1, unless in the meantime committees of the respective groups can agree upon other rates or upon another effective date.

Much has happened since E. C. Mills, society general manager, announced the proposed new yardstick a fortnight ago. An emergency meeting of the NAB board and its copyright committee was held in New York April 18 and 19. Conferences were held with Mr. Mills and the moratorium was decided upon. A special copyright committee was appointed to carry on the negotiations with the administration committee of the Society, and a second committee with broad plenary powers was created to survey the entire music situation. A comprehensive program for the future was outlined.

Course Up to Committee

THE PLENARY committee comprises A. J. McCosker, WOR, Newark, chairman, Frank M. Russell, Washington vice-president of NBC, and Harry C. Butcher, Washington director of CBS. Its function will be that of a board of strategy and its powers will be final. Creation within the NAB of a music research organization or whatever course that may be decided upon will rest with this committee.

The special copyright committee, which delivered the ultimatum to the Society, and which likely will be in almost constant conference with the latter's administrative committee until a satisfactory yardstick is drafted, is headed by Paul W. Morency, WTIC, Hartford, chairman of the general copyright committee. Other members appointed by President Shaw are A. L. Ashby, vice-president and general attorney of NBC; Edward Klauber, vice-president of CBS; J. G. Cummings, WOAI, San Antonio, and Mr. Shaw, WMT, Waterloo, Ia.

In arriving at the agreement to negotiate, it was definitely understood that broadcasters do not commit themselves to accept the proposed new schedule if no other is decided upon in the interim. It also was understood that the moratorium does not preclude the carrying on of activities by either side in connection with copyright legislation pending in Congress. Finally, it was definitely understood that the Society, should it see fit, may reduce the "sustaining" rates now assessed against smaller stations, without consideration of the proposed new scale. Otherwise, it is understood that the status quo will be maintained on rates.

In an interview by long-distance telephone, Mr. Mills told the writer that if an agreement is not reached by Sept. 1, the new rates "absolutely will become effective." He said that under the moratorium, existing rates will be continued under a blanket renewal until June 1 if no solution is arrived at in the meantime, and that thereafter they will be renewed on a month-to-month basis unless an agreement is reached.

"At this time," said he, "we are not prepared to deviate from the proposed schedule, but we are willing to consider proposals from the broadcasters. We will not start negotiations with individual broadcasters until after these deliberations."

Mr. Mills implied that all negotiations from now until Sept. 1, if that much time is needed, will be with the NAB committee. This would seem to allay the fear that the Society might attempt to play non-commercial groups in broadcasting against others by preferential treatment and thereby cause a schism in the radio ranks.

Yardstick Called "Ruinous"

WHEN THE meeting was called April 18 at the Commodore Hotel, 28 members of the NAB board and copyright committee were present or represented by proxy. The formal proposal from the Society was laid before the group by Philip G. Loucks, NAB managing director, and after considerable discussion a formal communication to the Society, setting forth the refusal to accede to the demands, was drafted.

"In substance," the letter said, "you propose that in addition to the fees now paid to the American Society of Composers, Authors and Publishers by broadcasting stations for the privilege of using music controlled by this Society, the stations also be required to pay five per cent of the gross amounts they receive for commercially sponsored programs, that all stations be under obligation to render monthly accounts and that their books be constantly subject to audit by your Society. It was the unanimous view of the board that the proposals if imposed on broadcasters, would have a ruinous effect upon the broadcasting industry, including the forcing of many stations to cease operation.

Basis Called Unsound

"IN THE first place, many stations are already suffering considerable hardship from having to pay the present fee. So far as can be determined your proposal means an increase in cost of from 300 per cent to 500 per cent to the broadcasting industry, and even more in certain individual cases. The present business condition argues against any increase in fees and particularly since the broadcasting industry as a whole is not operating at a profit.

"In the second place, the basis for assessing fees, which you now propose, is, in our opinion, unsound and entirely unjustified. Furthermore, whatever basis be adopted, it is unjust that broadcasters should be subjected to any payment for programs in which no use is made of copyright music controlled by your Society. Such programs, for example, are dramatic skits, political speeches, lectures and programs containing music which is either in the public domain or the copyright of which is controlled by other organizations to which broadcasters may be required to pay a fee.

"As has frequently been stated by representatives of our association, both publicly and in communications to your Society, the broadcasters are willing to pay an equitable remuneration to the owners of copyright music for the use of such music commensurate with the nature of the broadcasting business. This is demonstrated by the substantial fees which are already being paid to your Society, in spite of the many difficulties which have been created by the Society's frequent and numerous withdrawals of music during the terms of each license and the fact that license from your Society does not afford any station complete protection, particularly since it is impossible to obtain accurate knowledge of the contents of your catalogues.

"It was the unanimous sentiment of the board that it should appoint a committee to lay before you the actual facts as to present conditions in our industry and to attempt to convince you that any increase in the rates now being paid by broadcasting stations would be unjust and would be against the interest of the public, destruction to good broadcasting service, and not for the ultimate good of your own organization. Consequently, such a committee has been appointed and instructed to discuss the matter with you."

Two days later (April 20) Mr. Mills sent a letter to the special copyright committee in which he announced that the Society's board of directors at a special meeting had agreed to a postponement until Sept. 1. Previously, the NAB special committee had conferred with Mr. Mills and had set forth the NAB proposal orally.

Mr. Mills said, however, that the board did not "accept" the definite proposal of the NAB. One provision which the Society board refused was that all propaganda activities on both sides be called off during the negotiations. Others were considered relatively minor. The resolution unanimously adopted by the Society board is as follows:

"We will defer the effective date of the new rates for broadcasting stations until Sept. 1, 1932, unless, in the meantime, committees representing NAB and ASCAP, respectively, can agree upon other rates or upon another effective date."

NAB Expresses Hope

ON APRIL 22, the special committee sent to Mr. Mills a letter acknowledging receipt of the communication as follows in part:

"We are accepting this notification, with the understanding, which I am sure is already clear to all of us, that this does not commit the broadcasters to accept 'the new rates,' by which we understand you mean the rates announced in your letter of April 11, 1932, but merely means that if you and we shall fail to reach an agreement on or before that date, your demand is then upon us for acceptance or rejection, or for such other action as we may wish to take. Meantime we understand that all stations are to be entitled to have their licenses continued at the present rates until Sept. 1, unless in the meantime committees representing NAB and ASCAP respectively, do agree upon other rates or upon another effective date.

"We wish to add that we are entering these negotiations imbued with a strong hope that we shall at last and finally find a mutually satisfactory working basis so that

New Copyright Board of Strategy

Frank M. Russell

A. J. McCosker

Harry C. Butcher

we may all cooperate to the sound fostering of American music in the interest of the public as well as in the interest of ourselves."

The first conference between the two committees following the "amicable agreement" was held April 26 at the Society offices, with Messrs. Morency, Klauber and Ashby representing the NAB. Mr. Shaw and Mr. Cummings were unable to be present. Nothing tangible developed, it is understood, and further sessions will be held from time to time.

Just what the plenary committee will outline has not yet been determined. Its members, however, have discussed informally the scope of their activity and are considering, among other things, a survey of music in the public domain as well as a study of the foreign music copyright situation. If such a cataloguing task is decided upon, it is probable that some responsible figure in broadcasting will be designated to undertake the work.

Society Stubborn

THE BROADCASTERS have not yet set forth any definite basis for negotiation, Mr. Mills declared in announcing his new yardstick in a percentage-of-gross is mandatory, and he added then that the 5 per cent figure is "unalterable." That phase, however, now is the subject of arbitration, and unless the Society accedes to what the NAB committee views as a reasonable basis, other remedial action may be essayed.

Those who attended the New York meeting, which was addressed informally both by M. H. Aylesworth and William S. Paley, respective presidents of NBC and CBS, were: Members of the NAB board of directors—Shaw, McCosker, Cummings, Morency, Walter J. Damm, WTMJ; Henry A. Bellows, WCCO; E. L. Bill, WMBD; Leo Fitzpatrick, WJR; John J. Storey, WTAG; Don Lee, KHJ (by proxy to Harry C. Butcher); Ed. Craney, KGIR (by proxy to Frank M. Russell); H. K. Carpenter, WPTF; William S. Hedges, WMAQ; M. A. Howlett, WHK; George F. McClelland, WEAF; Eugene O'Fallon, KFEL (by proxy to Joe A. Chambers, WLW); Quin Ryan, WGN (by proxy to Louis G. Caldwell).

Members of the copyright committee: Morency, chairman; Russell, Storey; Edward Klauber, WABC; A. L. Ashby, WJZ (E. S. Sprague, alternate); Sidney Kaye, WABC; John Shepard, WNAC; Father James F. Wagner, WHBY, and J. Thomas Lyons, WCAO.

On the legislative side there was little activity in Washington regarding copyrights. Rep. Sirovich, (D.), New York, chairman of the House Patents Committee and author of the pending House bill, said he expected favorable House action on the measure within the next month. He said he would use "every resource" to have the measure enacted prior to adjournment, which is expected in June.

Regarding the Society's 5-percent-of-gross proposal, Dr. Sirovich said he did not believe the Society's demands for increased royalties are justified. "I contend," said he, "that this is not the time to increase royalties, when business is depressed and the broadcasting industry is hard hit."

Free Advice for Canada

Joy Elmer Morgan, Sole U. S. Witness, Airs his Grudges Against American Plan at Ottawa

CANADA'S Parliamentary committees, considering proposals to reorganize Canadian broadcasting under public ownership somewhat along British lines, was given the benefit of the observations of Joy Elmer Morgan, editor of the JOURNAL OF THE NATIONAL EDUCATION ASSOCIATION and chairman of the National Committee on Education by Radio, testifying April 13 at Ottawa. As far as can be learned, Mr. Morgan is the only American who has been called upon to appear before the committee, neither the NAB, the networks nor any stations having been invited from the United States to air their views.

It was indeed a bleak picture of American broadcasting that was painted for the commttee by Dr. Morgan, whose views are well known here and who is leading the fight for enactment of the Fess bill to reserve 15 per cent of the broadcast channels for educational institutions. During his testimony, as reported in the Canadian press, he revealed definite leanings toward public ownership of the radio—an attitude which he and his educational cohorts have never before definitely avowed, though their arguments in behalf of taking away facilities from present license holders have almost always been predicated upon the assumed superiority of foreign systems governmentally operated.

According to THE OTTAWA CITIZEN, Dr. Morgan argued strongly for a publicly-owned system in the United States. All the outstanding educational organizations in the United States, he is quoted by the newspapers as saying, are unanimous in their demand for a change in the present system. Apparently he omitted to mention that at least half of the 60 or more educationally owned stations in his own country "sell time" to commercial sponsors in competition with avowedly commercial stations, having no other means of subsistence.

Raps Radio Commission

NOR DID HE mention the fact, judging from the press reports, that privately owned stations in the United States are giving and have offered to give even more freely of their time without cost to bona fide educational institutions, providing the latter will furnish a definite program of broadcasts that will appeal to listeners.

Dr. Morgan was especially bitter in his criticism of the Federal Radio Commission, which he is reported as saying has "functioned weakly and failed to carry out its responsibilities of conducting the industry in the interest of the public."

Let Dr. Morgan's own words, as reported in THE OTTAWA CITIZEN, tell the rest of the story of his appearance before the Parliamentary committee; undoubtedly his auditors hung on his every word:

> There was no real freedom of speech on the radio in the United States, Dr. Morgan said, and, he added, "if freedom of speech on the air cannot be maintained, democracy is doomed."
>
> The present was the time, Mr. Morgan declared, to "take a long look ahead to avoid mistakes that might

(*Continued on page 16*)

BULLETIN

OSWALD F. SCHUETTE, leader of the fight of the independent radio manufacturers against the so-called radio trust, on April 29 was retained by the National Association of Broadcasters to direct its activities in connection with the copyright situation. He has been given wide authority to represent the broadcasting industry as such, and will devote his immediate attention to a thorough study of the entire music situation. He will also personally supervise the legislative fight in Congress to secure better protection for radio, as a major user of music, than the present copyright law, written long before broadcasting came into being, affords. He will continue his present duties as director of the Radio Protective Association, composed of independent radio manufacturers, but will also have offices adjoining the NAB in the National Press Building, Washington.

FOREIGN programs carried over the NBC networks increased 175 per cent during the first quarter of this year over the same period last year.

Canadian Outlet

CKWO are the call letters assigned to the new station authorized by the Canadian government at Windsor, Ont., which will replace WXYZ, Detroit, on the CBS network after June 1. Operated by Essex Broadcasters, Ltd., the station will have 5 kw. on the 540 kc. channel. It is located just across the Detroit river from Detroit.

Contrary to the report published in the last issue of BROADCASTING, which was obtained from what was believed to be an authentic source, the station is not being built by George Storer, former president of what is now WXYZ, Detroit. The license was issued to Essex Broadcasters, Ltd., of which Malcolm G. Campbell is president; J. H. Ryan, vice-president, and C. W. McDiarmid, secretary-treasurer. They, with A. F. Healy, Ward B. Perley, Hampton G. Wall, and W. F. Morgan-Dean, comprise the board.

No Affiliations

NEITHER WCAO, Baltimore, nor WIS, Columbia, S. C., has a newspaper affiliation, as listed in the April 15 issue of BROADCASTING, according to advices from those stations. The alleged affiliations were incorrectly furnished to BROADCASTING by what were accepted as reliable sources.

Commission Bars New Disk Wording

"Electrically Produced" Out, Scott Howe Bowen Told

THE TERM "electrically reproduced" may not be used in introducing an electrical transcription program under the modified rules and regulations which became effective Feb. 1 and which relaxed the restrictions governing such programs, the Radio Commission has informed Scott Howe Bowen, Inc.

After receiving inquiries from two broadcasting stations as to whether the form of announcement ordered by the transcription company was permissible, the Commission informed both the broadcasters and Bowen that it was not in accordance with the new rules. The company had notified broadcasters that the rules permitted such an announcement.

The announcement in question ran thus: "Tonight the So-and-So company reproduces for you electrically a program of carefree music and song."

"Every program transmitted by a radio broadcasting station is 'electrically reproduced' whether it be live talent or otherwise, so that this announcement does not inform the public that they are listening to a mechanical reproduction of live talent, and is therefore not in accordance with Section 176 of the Commission's Rules," the Commission stated.

In response to another inquiry as to whether it is sufficient to say, "This is a Victor Recording," in the presentation of recordings, the Commission said such an announcement is entirely proper. The inquiry was whether it was necessary in the announcement to say, "This is a phonograph record," or whether the other announcement was ample.

"It is sufficient to mention, 'This is a Victor recording,'" the Commission said, "since these terms are commonly understood to mean that the program is a mechanical reproduction of live talent and not live talent."

CBS Will Lease WJSV; NBC May Add WMAL

WJSV, Mt. Vernon Hills, Va., a 10 kw. station operating on 1460 kc., will shortly be taken over by CBS under a five-year leasehold arrangement with option to renew and will serve as a full CBS outlet for Washington and surrounding territory, if the transfer is authorized by the Radio Commission. CBS plans to operate it along the same lines as the municipally-owned WPG, Atlantic City, which was acquired under a similar lease several years ago. WJSV is licensed to the Independent Publishing Co., publishers of the FELLOWSHIP FORUM.

No date for the transfer has been fixed, nor had WMAL, present Washington affiliate of CBS, been notified of the proposed change at this writing. It is understood that WMAL will immediately join the NBC-WJZ network upon the taking over of WJSV by CBS. At present NBC serves Washington through WRC, which it owns.

Are They Listening? A Reply to A. N. P. A.

CBS Research Experts Analyze Data Accumulated by Press To Prove Radio Advertising Effective, Far-Reaching

JUST AS THE DEVIL may quote Scripture for his purpose, so may almost any interpretation be applied to statistics, particularly if they are gathered to fortify rather than test a preconceived belief as in the case of the A. N. P. A. survey, which was intended to belittle the influence of radio advertising. CBS experts have turned the tables on the publishers in this article by showing that just the opposite conclusions may even more logically be reached by using the same data that the prejudiced newspapers collected. Using the A. N. P. A. conservative estimate, the network shows that any national advertiser may reach an audience of 25,000,000 at peak hours if he utilizes rebroadcasts for western zones.

INTENDED obviously to discount the efficacy of radio advertising by showing that a relatively small percentage of radio set owners are listening at a given time, and that even when listening few are conscious of the product being advertised, the telephone survey recently conducted by the Bureau of Advertising of the American Newspaper Publishers Association has been analyzed by research experts of CBS to show that just the opposite conclusions may be fairly reached.

"Are They Listening?" was the title of the survey, conducted by 230 newspapers in various cities, each of which was requested by the A. N. P. A. to telephone 100 or more homes and ask the following questions:

1. Do you own a radio?
2. Are you listening to your radio this evening?
3. To what station are you listening?
4. What is the program supposed to advertise?

Translated into a simple table, of which much has been made by anti-radio interests, notably EDITOR & PUBLISHER, newspaper trade organ and bitter opponent of radio, the A. N. P. A. survey sets forth the following conclusions:

1. Fifty-one per cent of all homes in the United States have radios.
2. Twenty-four per cent of all homes in the United States are listening to radio programs in the peak hours of the evening.
3. Thirteen per cent of all homes in the United States represent the maximum audience reached in these hours by the "best" stations.
4. Seven per cent of all homes in the United States are reached by a single network program at these hours.

Survey Not Impartial

FROM the standpoint of research procedure, the CBS analysis points out: (a) that the data were not gathered by independent investigators but by newspapers, some of whom feel their interests are in conflict with radio as an advertising medium; (b) that the work was evidently not controlled directly by any central source nor supervised by the personal presence of any impartial authority, but was done independently and variously by each of the 230 newspapers, who then forwarded their own findings, and (c) that the participation of an outside research authority, Percival White, Inc., was apparently limited to tabulating and "adjusting" the data and did not begin until the actual survey was completed.

Upon the conclusions reached by the A. N. P. A., the CBS experts make the following pertinent comments:

"Comments on Conclusion 1: (51 per cent of all homes have radios). It is interesting to note that the 51 per cent used as the basis for all the other figures in the survey was not the percentage of radio ownership determined by the newspapers which made the survey. They found radios owned in 86.0 per cent of all the homes they interviewed. This 86.0 per cent (miscalculated in the A. N. P. A. report as 82.4 per cent for 19,346 divided by 22,520 is 86 per cent. The incorrect figure of 82.4 per cent published by the A. N. P. A. is due to an error of 1,000 in subtracting 5,117 from 27,637. The result shown in the A. N. P. A. table is 23,520 instead of 22,520) has been abandoned completely in arriving at all of their conclusions, and 51 per cent has been substituted. This percentage (51) is the estimated number of sets for the entire country, including rural and desert areas where the population and markets are thin, and thus, does not represent areas which parallel the circulation of metropolitan newspapers.

"Comments on Conclusion 2: (24 per cent of all homes listening). The figure of 24 per cent represents homes actually listening to their radios at the hours of the interviews. This figure, too, is not a direct conclusion from the interviews obtained, but is 'adjusted' on the basis of 51 per cent set ownership. As a matter of fact, the A. N. P. A. survey reveals that 50 per cent of all homes interviewed (or 60 per cent of all set owners) had their radio sets turned on.

Juggling Statistics

"COMMENTS on Conclusion 3: (13 per cent listening to 'best' station). From this point on and including Conclusion 3, the A. N. P. A. survey appears to depart still further from the data on which it is based. Quoting from the report in EDITOR AND PUBLISHER of March 26, 'We may assume that 52.4 per cent of the 24 homes with radios turned on were found to be listening to the 'best' station. Thus it is indicated that slightly less than 13 out of 100 homes consciously are listening to the most popular nearby station.

"Since the A. N. P. A. survey at this point falls back, in its own language, on 'we may assume' and 'thus it is indicated,' it can hardly be considered to be statistically significant from here on. Overwhelming and authoritative evidence is available to show that the proportion of people who listen to any one station at any given hour is preponderantly affected by the program broadcast over that station. It is known for instance, that the *least* popular of the four big stations in New York which ordinarily commands a good deal smaller audience than any of the other three, had 65 per cent of the entire listening audience at a certain Sunday hour when the programs on the other stations were restricted in their appeal. It has likewise been determined by surveys identical with the A. N. P. A. telephone method, but conducted by advertisers and agencies, that a single station may command at a given hour as much as 80 or 90 per cent of the total listening audience in its area at that time. Thus the A. N. P. A. conclusion that a maximum audience reached by the 'best' station is a little less than 13 out of 100 homes is hardly significant.

"Comments on Conclusion 4: (7 per cent listening to a single program). The same fallacies which betray Conclusion 3 reduce Conclusion 4 to a complete statistical paradox. The A. N. P. A. bureau is to be congratulated on its frankness in prefacing this conclusion with the phrase. 'The bureau *believes*, however, that *if* its methods were applied on a sufficiently wide scale to determine the coverage of a single program, it would be shown not to exceed 7 homes in each 100.' No competent radio broadcasting authority would deny, of course, that a single network might command an audience *as low* as 7 per cent of all homes in the United States (representing over 6,000,000 listeners.) Another program, on the other hand, may attract an audience *as high* as 20 to 25 per cent *of all homes* (an audience of 20,000,000 to 25,000,000 people)—the exact size of the audience between such limits depending obviously on program appeal."

Re Listener-Consciousness

THE A. N. P. A. survey then goes on to what it calls the subject of "listener-consciousness of the advertising program." In reply to the question, "What is the program supposed to advertise?" it states that only one-third of those who were listening were able to mention the product advertised. There are several obvious factors, says the CBS analysis, to be considered in appraising the soundness of the conclusion:

"A. The commercial announcement tends overwhelmingly, in network programs to be placed *in the second half of the program.* It is upon this advertising announcement that the advertiser depends in using radio as a medium, not upon the mere mention of his name in the introduction of the program. Since obviously half of the calls during each 15-minute period occurred *before* the commercial announcement in the program (assuming that the interviews were made consecutively), the A. N. P. A. was asking listeners to identify the product advertised before, in many cases, it was even mentioned, before they could have heard it—at least before they could have heard the principal advertising announcement contained in the program. Thus the question, 'What product is it supposed to advertise?' might be compared, in this instance, to concealing the lower half of an advertisement containing the signature of the advertiser, showing it to someone, and asking whose advertisement it was.

"Further exception might well be taken to the wording of the question asked. Many programs stress an institution rather than a product. The question, 'What *advertiser* is sponsoring the program?' would seem to recommend itself if impartial results were desired.

"Both of these two factors—asking the question before the commercial announcement was made, and asking for the name of the product instead of the advertiser—would inevitably tend to depress the results.

"B. *What about sustaining programs?* The A. N. P. A. report states that two-thirds of those who were listening were unable to mention the product advertised. How could they identify the name of a product on a sustaining program? This oversight needs no stressing. Suffice it to say that even in the eastern time zone, sustaining programs are broadcast over the network on various days of the week between 8:30 and 9:30 p.m., and in the western territories this would occur even more frequently. This is

(*Continued on page 20*)

Radio Fees of $670,000 Yearly Proposed in Report to Senate

Broadcasters are Hardest Hit by Tax on Permits Provided in Amendment to Davis Bill

LICENSE and filing fees designed to collect about $670,000 annually from users of the ether, but with broadcasters carrying the major burden, are proposed in the Davis omnibus bill (H. R. 7716) as amended by the Senate Interstate Commerce Committee and reported to the Senate April 14. The measure also carried a number of additional amendments of a nature considered objectionable to broadcasters.

Based on a schedule drafted by the Radio Commission, the fee schedule would impose annual license fees upon stations ranging from $120 for a station of 100 watts or less to $5,000 for 50-kw. outlets operating "during night-time on any frequency." Filing fees for ordinary construction permits for new stations, modification of assignments, and the like would be $60.

The entire proposal will be opposed by the National Association of Broadcasters, it was stated by Philip G. Loucks, managing director, on the ground that it is unwarranted, inequitable and would place a severe burden on all stations. He said also that other provisions of the measure, as amended by the Senate also will be vigorously opposed, this action having been decided upon by the NAB board at its meeting in New York April 18 and 19 when it considered also the proposed new musical copyright fees.

Provides Division Transfer

IN REPORTING the amended bill, Senator Dill said it contained two provisions in accord with the economy program of the administration. Aside from the license fee system, he declared it provides for the absorption of the Radio Division of the Commerce Department by the Radio Commission, thereby eliminating duplication of efforts.

Concerning the license fee schedule, he explained the Radio Commission had submitted two schedules, one to raise approximately $1,100,000 to defray the entire cost of radio administration by the Radio Commission and the Radio Division. The other, which the committee adopted in modified form, provided for the lesser amount to help "pay the cost" of regulation.

"Your committee," he added, "believes such fees are entirely just, because without governmental regulation the interference between radio stations would amount to chaos so far as radio reception is concerned.

"The Radio Commission prepared the list of charges for the various items and your committee has followed the commission's suggestions in most of the fees prescribed. It will be noted that the fees are highest on broadcasting stations and commercial stations. These stations charge substantial fees for the use of their facilities and can well afford to help pay the cost of regulation."

It is expected that hearings will be held on the amended measure before the conference committee appointed by the presiding officers of the two houses, should the bill pass the Senate. This would be an unusual procedure, but it is considered desirable since no hearings were held on the license fee provision or the other amendments proposed by the Senate Committee. The NAB has asked to be heard on the measure.

Text of Measure

THE SCHEDULE of license fees as contained in the bill follows in full text:

Sec. 17. The commission shall charge, assess, and cause to be collected the following reasonable fees for the filing of any and all instruments under the provisions of this act or under the rules and regulations of the commission and for each license or renewal thereof issued by the Commission. All such fees shall accompany the respective applications or instruments and shall be deposited into the Treasury of the United States as miscellaneous receipts. The classification of stations referred to herein shall be taken as those now or hereinafter established by regulations of the Federal Radio Commission.

Construction Permits

1. Filing fee for all applications for construction permits for new stations, or for a frequency or the time allocated to an existing station, or for change of frequency, except for the following classes of stations: Geophysical, motion picture, broadcast pick-up, airport, aeronautical, special experimental, $60.

2. Filing fee for all applications for construction permits for geophysical, motion picture, broadcast pick-up, airport, aeronautical, and special experimental, $15.

3. Filing fee for all applications for modification of construction permits for new station or change of location, or frequency, or power, or time of operation of existing station, $10.

Station Licenses

4. Filing fee for all applications for amateur-station licenses, $2.

5. Filing fee for all applications for original licenses following completion of construction for all classes of stations except the following: Geophysical, motion picture, broadcast pick-up, airport, special experimental, aircraft, and aeronautical, $15.

6. Filing fee for all applications for original licenses following completion of construction for the following classes of stations: Geophysical, motion picture, broadcast pick-up, airport, special experimental, aircraft, and aeronautical, $5.

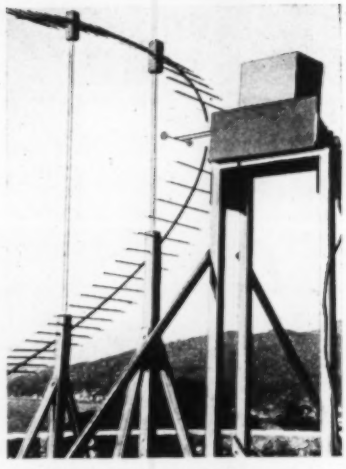
7. Filing fee for all applications for renewal of station license other than amateur, geophysical, motion picture, broadcast pick-up, airport, special experimental, aircraft, and aeronautical, $15.

8. Filing fee for all applications for renewal of license for the following classes of stations: Geophysical, motion picture, broadcast pick-up, airport, special experimental, aircraft, and aeronautical, $5.

9. Fee for assignment of license and/or construction permits for stations other than amateur, ships, aircraft, geophysical, broadcast pick-up, motion picture, airport, special experimental, and aeronautical, $60.

10. Fee for assignment of licenses and/or construction permits of aircraft, ship, geophysical, broadcast pick-up, motion picture, airport, special experimental, and aeronautical, $15.

11. Filing fee for all applications for modification of licenses, $10.



MARCONI'S Half-Meter Aerial —The noted inventor of wireless used this short rod aerial semi-circular reflector in telephone experiments on 50 centimeters before representatives of the Italian government, using only a few watts power to achieve a distance of 25 miles. Apparatus built for Vatican.

Annual License Fees

12. Annual license fee for all licenses covering aircraft stations, $10.

13. Annual license fee for all licenses covering ship stations, $25.

14. Annual license fee for all licenses covering point-to-point telegraph and telephone stations in fixed public and fixed public press services, $75.

15. Annual license fee for all licenses covering coastal telegraph stations, coastal telephone stations, coastal harbor stations, mobile press stations, $50.

16. Annual license fee for all licenses covering general experimental stations, experimental relay broadcast stations, experimental visual broadcast stations, marine relay stations, agriculture point-to-point telegraph stations, aeronautical and aeronautical point-to-point stations, marine fire stations, municipal and state police stations, special emergency stations, $30.

17. Annual license fee for all licenses for geophysical, broadcast pick-up, motion-picture, airport, special experimental stations, $15.

18. Annual license fee for all licenses covering broadcast stations, each station, as follows:

A. Stations which are licensed to operate unlimited time and with the power as designated—

(1) One hundred watts or less, two or more stations licensed to operate simultaneously during nighttime on the same frequency, $120.

(2) Two hundred and fifty watts or less (but more than one hundred watts), two or more stations licensed to operate simultaneously during nighttime on the same frequency, $240.

(3) Five hundred watts or less (but more than two hundred and fifty watts), two or more stations licensed to operate simultaneously during nighttime on the same frequency, $360.

(4) One thousand watts or less (but more than five hundred watts and less than five thousand watts), two or more stations licensed to operate simultaneously during nighttime on the same frequency, $600.

(5) Five thousand watts or more, two or more stations separated by less than two thousand miles licensed to operate simultaneously during nighttime on the same frequency, $1,200.

(6) Five thousand watts or more, two or more stations separated by more than two thousand miles licensed to operate simultaneously during nighttime on the same frequency, $2,400.

(7) Five thousand watts or more (but less than twenty-five thousand watts), only one station licensed to operate during nighttime on any frequency, $3,000.

(8) Twenty-five thousand watts or more (but less than fifty thousand watts), only one station licensed to operate during nighttime on any frequency, $4,000.

(9) Fifty thousand watts or more, only one station licensed to operate during nighttime on any frequency, $5,000.

(10) For each twenty-five thousand watts or fraction thereof, additional to fifty thousand watts, only one station licensed to operate during nighttime on any frequency, $1,000.

B. Stations which are licensed to operate during daytime hours only and with the power as designated—

(1) One thousand watts or less: Fee to be one-third of the fee for stations of the same power licensed to operate unlimited time.

(2) Two thousand five hundred watts or less (but more than one thousand watts), $450.

(3) More than two thousand five hundred watts, $900.

C. Stations which are licensed to operate hours less than unlimited time and/or to use different power during daytime hours than during nighttime hours: Fee to be in proportion to nighttime and daytime hours and power authorized, based on fees for unlimited time station, and daytime station of the same power.

19. Annual license fee for all licenses covering special stations used for entertainment purposes other than broadcasting for which quota units are assigned, such as television and relay broadcasting, $60.

20. Annual license fee for all licenses covering special stations not specifically mentioned in the above classification, the same to be determined by the commission, $30.

Miscellaneous

21. Filing fee for examination for commercial operator's license, $3.

22. Filing fee for examination for amateur operator's license, $1.

23. Annual license fee for amateur operator, $1.

24. Annual license fee for commercial operator, $2.

25. Inspection fee for all radio equipment aboard ships required by law to be equipped with radio—

(a) Inspection for station license, $5.

(b) Inspection for sailing, $2.50.

26. (a) Annual inspection fee for all radio stations other than amateur, aircraft, aeronautical, ship, geophysical, broadcast pick-up, motion picture, airport, special experimental; fee shall be for one annual inspection, to be made compulsory, $15. (b) Annual inspection fee for the following stations: Aircraft, aeronautical, geophysical, broadcast pick-up, motion picture, airport, and special experimental; fee shall be for one annual inspection, to be made compulsory, $5.

27. Fee for requested inspection on vessels voluntarily equipped, $10.

28. Petition of intervenor, $5.

29. Any default entered after notice for hearing has been issued, $5.

All fees shall be paid to the secretary of the Radio Commission or such other employee of the commission as it may designate, and the commission

(*Continued on page 30*)

Broadcasting Monopolies and License Fees

By LAWRENCE D. BATSON
Electrical Equipment Division, U. S. Department of Commerce

Program Standardization Noted in Centralized Systems; Returns From Set Taxes Estimated at $60,000,000

L. D. Batson

ONE HEARS much nowadays about broadcasting monopolies abroad, particularly those that are government-controlled, but most of the statements are based on unverified reports. Here are some actual statistics and observations, with a minimum of editorial comment, on the status and extent of monopolized broadcasting and the licensing of receiving sets. The tables alone provide a wealth of information regarding the distribution of radio sets and stations over the world. And, despite the world-wide depression, the sale of receivers increased 25% over last year, the author reveals.

SINCE the inception of broadcasting there has been much interest from both practical and theoretical angles in the problem of broadcast economics. This interest arises largely from the impossibility of billing the consumer for the actual service rendered and from the necessity of finding means of paying the costs of broadcasting. Since 1924 this bureau has interested itself in foreign broadcasting systems because of their bearing on the principal radio set market factor—programs. The development and adjustment of the monopoly system, and its adaptation to national peculiarities, has proved an interesting and informative study.

It is impossible here to tell the whole colorful history of foreign monopoly broadcasting, which is as replete with examples of good faith and ingenuity as the commercial system, albeit, if not because, its problems have been more clearly defined and apparently more nearly insurmountable. Some of these problems remain to be solved and still appear unsolvable, though, like those of the commercial system, there is ground and precedent for expecting their ultimate capitulation before one or another ingenius device which experience may yet develop.

Of 30,000,000 receiving sets installed in homes throughout the world, over half, or some 17,000,000, are operated under licenses, according to the latest statistics available. Subscription licenses, by which part or all of the fees are allocated to the support of broadcasting, are paid by 13,500,000 owners. The total population of radio licensing countries is 370,000,000, approximately three times that of the United States. These nations have one-half as many stations as the United States and one-third of them are operated under extra-monopoly arrangements.

Market Grows Steadily

BROADCASTING countries number 73. Broadcasting is supported in whole or in part from license fees in 31. Twenty-four of the 55 countries requiring licenses and the 18 non-licensing countries alike leave broadcasters to find their own means of carrying on. About the same proportion of non-broadcasting as of broadcasting countries collect annual receiver fees, which average approximately the same in specified amount.

During the last year, an increase of approximately 25 per cent in the number of receivers in use has been indicated by the figures available. The increase is world-wide; few countries show decreases—none of any importance. The method of supporting broadcasting stations seems to have had little effect on this result. Every continent, almost every country, participated, as is shown by the accompanying tabulation.

The table does not take into account the number of unlicensed sets used in any country where licenses are required. In general estimates are indefinite, and it is obviously impossible to make any count. Five countries have presented official estimates, however. Belgium reports that not over 60 per cent of its sets are licensed; Poland estimates 100,000 illegally operated; in Hongkong "pirates" number as many as or more than the licensees; Canada reports 20 per cent unlicensed, and the United Kingdom a similar percentage. The same condition is reported to exist in practically every licensing country, including Italy, Peru, Japan, South Africa, Turkey, New Zealand. The only exception—if there is an exception—is Bulgaria, where not only a fine but a year's solitary confinement can be meted out for the offense.

Receiving Set License Fees Abroad

Country	Minimum fee in dollars (per year)	Maximum fee in dollars (per year)	Broadcasting Stations (a)
Bahamas	1.22	1.22	none
British Honduras	5.00	5.00	none
Canada	1.00	1.00	85
Trinidad	2.43	4.87	none
Bolivia	12.28	12.28	1
Peru	4.00	4.00	3
Venezuela	11.58	11.58	3
Austria	3.39	10.16	6
Bulgaria	1.44	1.44	none
Czechoslovakia	3.60	3.60	5
Danzig	3.37	3.37	1
Denmark	2.68	2.68	4
Estonia	2.40	4.00	3
Finland	2.00	2.00	7
France	.39	.39	31
Germany	5.71	5.71	29
Gibraltar	2.43	2.43	none
Greece	6.50	6.50	none
Hungary	5.40	5.40	2
Irish Free State	2.43	2.43	2
Italy	3.95	3.95	12
Latvia	4.83	4.83	1
Lithuania	11.20	16.00	1
Malta	2.43	2.43	none
Norway	5.36	5.36	13
Poland	3.36	3.36	6
Rumania	3.60	3.60	1
Spain	.97	.97	15
Sweden	2.68	2.68	33
Switzerland	3.00	3.00	6
United Kingdom	2.43	2.43	21
Yugoslavia	3.96	3.96	3
Turkey	4.76	4.76	2
Hongkong	2.20	2.20	1
India	3.65	3.65	4
Japan	6.47	6.47	20
Australia	4.25	5.84	51
New Zealand	7.29	7.29	36
Canary Islands	.97	.97	2
Tunis	.78	.78	3
Union of South Africa	4.87	8.52	5

(a) Including short-wave broadcasters and television stations where data is available. No television stations listed except in Canada. Mimeographed lists of foreign stations are available upon request addressed to the Electrical Equipment Division, Bureau of Foreign and Domestic Commerce, Department of Commerce, Washington.

Return From Licenses

EFFORTS have been made to estimate the total amount paid in license fees and the income of broadcasting monopolies throughout the world, but with only very general and hardly dependable results. The sum of licenses paid totals between $60,000,000 and $70,000,000 a year—a largely assumptive estimate but as near as can be obtained. Not only do licenses vary within the country as to cost, dependent upon distances and licensees' income; but large numbers of free licenses are issued to schools, hospitals and the disabled. Only rarely are the fiscal affairs of monopolies made public, and because of their lack of vital importance to radio sales these data have not been aggressively sought by this bureau. That in 1930 the British Broadcasting Corporation received from licenses 1,043,023 pounds is shown by its yearbook. This is an average of 6 shillings, 8 pence per license, of which 3 shilling, 8 pence per license was expended on programs. British experience may or may not be near the average.

No practical method of administering license funds and their metamorphosis into radio programs has been evolved other than through some form of monopoly control, either by some government agency or under immediate government supervision. To conserve the greater funds for expenditures on programs, it is necessary to keep other costs at a minimum, and this naturally involves the operation of the fewest stations consistent with national service and the limitation of presentations suitable for national distribution to single performances. Further, since only the government can enforce the collection of fees, and thereby assumes the responsibility for the production of suitable programs, it is essential that the broadcasting organization be unified for the application of the necessary control. The greatest benefits and fewest difficulties appear to attend operation of the system as a chain.

Monopoly organizations in existence are not identical but fall into various classes. Most monopolies are national, a few regional, and some are limited to favored facilities and participation in licenses. Peru, Denmark, and the Irish Free State have absolute governmental monopolies. New Zealand has a limited government monopoly, independent local commercial stations being provided for. Govern-

Radio Sets by Countries

(State of records as of February 1, 1932)

North America—	
Canada	548,342
Cuba	30,000
Dominican Republic	1,500
Haiti	750
Mexico	100,000
United States	12,078,345*
Other countries	12,976
Total	**12,776,913**
South America—	
Argentina	400,000
Brazil	200,000
Chile	35,000
Colombia	5,000
Peru	70,000
Uruguay	60,000
Venezuela	9,000
Other countries	467
Total	**779,467**
Europe—	
Austria	450,272
Belgium	199,000
Bulgaria	3,000
Czechoslovakia	382,049
Danzig	16,000
Denmark	476,214
Estonia	13,440
Finland	106,559
France	2,000,000
Germany	3,980,852
Greece	1,626
Hungary	317,600
Iceland	3,500
Irish Free State	26,412
Italy	250,000
Latvia	41,910
Lithuania	12,000
Luxemburg	2,000
Netherlands	278,891
Norway	95,292
Poland	308,000
Portugal	20,000
Rumania	60,163
Spain	550,000
Sweden	532,618
Switzerland	123,611
United Kingdom	4,329,754
Yugoslavia	30,377
Other countries	748
Total	**14,611,893**
Russia	554,000
Turkey	7,500
Total	**561,500**
Asia—	
Ceylon	1,500
China	30,000
Chosen	12,000
Hongkong	1,800
India	36,000
Japan	795,523
Netherlands East Indies	2,464
Philippine Islands	7,000
Siam	12,047
Straits Settlements	550
Other countries	6,630
Total	**905,514**
Oceania—	
Australia	326,599
Hawaii	15,500
New Zealand	67,575
Other countries	342
Total	**410,016**
Africa—	
Algeria	10,000
Canary Islands	200
Egypt	4,000
French Equatorial Africa	500
French Morocco	3,000
Tunisia	4,500
Union of South Africa	26,025
Other countries	1,412
Total	**49,637**
World Total	**30,094,940**

*This is U. S. Census Bureau figure as of April 1, 1930; unofficial tabulations as of April 1, 1932, bring this figure to 16,697,253. See detailed analysis of 1932 radio census by States in BROADCASTING, April 1, 1932.

ment-dominated corporations operate in Austria, Czechoslovakia, the United Kingdom and the Union of South Africa, with absolute monopolies, and in Australia with independent commercial locals. Italy, Poland, Switzerland, and Japan have absolute monopolies conceded to private broadcasting corporations. Germany is divided among 11 government-dominated regional monopolies. Japan and the Union of South Africa originally had regional-monopoly systems, but in each case the broadcasters merged into national monopolies.

Centralized broadcasting control has a natural and necessary result in equivalent centralization of the dictation of program policies. Even though stations operate individually, such policies necessarily have the effect of similarizing programs. One type of program, therefore, is the logical result of any monopoly, for the simple reason that, lacking counterfoils in native programs produced under policies developed from other views, the standard set by the single administration is the standard of all native programs.

There is no evidence that monopoly program direction is either better or worse than that of any equivalent independent station or chain. Each program entity, under whatever system of financing, follows a policy that points to what the administration considers "best"; into the definition of that word is read listener response, service and the public weal, in proportions dependent upon the weight given to them by the opinions of the management. The monopoly is a program entity, an individual, and therein on an absolute par with the independent station and chain in the diversification it can render.

Several monopolies, failing to realize sufficient income from licenses have adopted advertising as a means of increasing their incomes. This development has only recently attained appreciable proportions, and little is known as yet regarding the probable results or success. Technique generally follows the methods used in advertising countries, though it usually is restricted by regulations specially designed to prevent "undue" commercialization of radio.

No one foreign monopoly system can be selected as typical of monopolities any more than one American station can be pointed out as being typical of all. Each has its own independent constitution, ideals and policies, and develops according to the views and ingenuity of its directing minds, in a constantly growing diversification of character.

WTIC-WBAL Tests Extended to June 1

EXTENSION until June 1 of the synchronization tests of NBC with WTIC, Hartford, and WBAL, Baltimore, was approved by the Radio Commission April 22. The existing authorization would have expired May 1.

The Commission requested that a detailed technical report covering the tests be submitted by May 16. For the past year the Hartford and Baltimore stations have been synchronizing on alternate days with WEAF and WJZ, respectively, on the channels of the latter stations. When one pair of stations synchronizes, the other uses full time on 1060 kc., upon which WTIC and WBAL regularly are licensed to share time. The stations thus have been afforded full time operation.

Simultaneously, the Commission decided to defer until June 1 action on the pending application of WBBM, Chicago, and KFAB, Lincoln, Neb., CBS stations dividing time on 770 kc., for authority to synchronize during regular program hours. The stations now operate simultaneously during daylight hours, with WBBM using 25 kw. and KFAB using 5 kw. The Lincoln station, however, has been authorized to increase its power to 25 kw., and it is unlikely that simultaneous day operation would prove feasible with both stations using that output unless they are synchronized.

Approximately $100,000 has been expended in the NBC-WTIC-WBAL experiments, according to information furnished the Commission last January, when a hearing on the continuance of the tests was held. At that time it was stated by counsel for the stations that approximately $32,000 had been spent on new apparatus not yet installed and that a material advance in the experiments is expected. The experiments were said to be "on the threshold of success."

Press Critic of Radio Seeking Own Station

ONE OF RADIO's most bitter newspaper critics, the Elmira (N. Y.) SUN-GAZETTE, shortly will enter the broadcasting field, if the Radio Commission authorizes the present owners of WBGF, Glens Falls, N. Y., to transfer their 50-watt station to John T. Calkins, general manager of the newspaper. The newspaper is one of the Gannett group, whose executives have long been critical of radio as a competitive advertising medium.

Another newspaper which may enter radio shortly is the Cleveland PLAIN DEALER, which is reported to be negotiating for control of WHK, Cleveland, now owned by the Howlett brothers. The PLAIN DEALER is one of the group of Cleveland newspapers which have an agreement among themselves not to engage directly or indirectly in broadcasting. Efforts to verify this report have met with no response from the parties involved.

HOMER HOGAN, general manager of KYW, Chicago, reports many new accounts and renewal of practically 100 per cent of last year's contracts.

Radio Lauded by Hearst, Called Essential to Era, On KFI's Tenth Birthday

AN ENTHUSIASTIC tribute to radio from one of the foremost publishers, William Randolph Hearst, was delivered on the occasion of the tenth anniversary of KFI, Los Angeles, April 16. After lauding Earl C. Anthony, owner of the station, Mr. Hearst said in part:

"Think of it! Only the tenth anniversary of the marvelous KFI radio broadcasting system. Mr. Anthony, always among the first to begin anything of importance and value, was a pioneer in broadcasting only ten years ago. Think of what the radio has attained to in these ten short years.

"The radio was then a strange, uncanny intruder into our lives, a disturber of our habits and customs. It has now become the friend and familiar of almost every household in the land. It has taken its place with the automobile, the moving picture and the press as one of the four cornerstones of our modern civilization. It entertains us. It enlivens dull hours. It brightens our lives, and it does more. It performs fundamentally useful functions.

"It spreads education, widens our experience, increases our knowledge, refines our taste, enlarges our vision, gives us that competence and culture which come from contact with the best and most informative things which the world has to offer . . .

"What would we do without the radio to bring us voices from everywhere—laughing voices, learned voices, soft voices sweetly singing, or thundering voices to warn us and wake us and to inspire us to our duties and opportunities?"

Radio Program Adapted To Printed Comic Strip

GENERAL FOODS Corp., a leading radio advertiser, this month is launching a campaign in 90 newspapers in the form of a comic strip based on the characters in its "Tompkins Corners" program, heard Thursday nights over the NBC-WJZ network. The sales talk in the copy is confined to a panel on one side of the strip.

The new strip advertises Post Toasties in much the same manner as similar newspaper advertising has already been done for Grape-Nuts, Jell-O, Postum and Minute Tapioca. The radio program is brought into definite association with the newspaper comic, and a Matt Tompkins joke book is offered in exchange for a coupon attached to the top flap of a package of Post Toasties.

NAB has mailed to all advertising agencies a new membership directory, corrected as of April 1, 1932, and listing 193 station members. The new directory contains a list of the officers and members of the Board of Directors as well as the code of ethics and standards of commercial practice.

A RADIO audition room is a feature of the new quarters of Henri, Hurst & McDonald, Inc., Chicago agency handling various radio accounts, now established in the McGraw-Hill building, 520 No. Michigan Ave.

Improved Radio Goal of A. A. A. A.

Stricter Advertising Standards Loom After Convention; Senator Dill and Rep. Davis Air Opposite Views

IMPROVEMENT of radio advertising standards through cooperative efforts of advertisers, advertising agencies and broadcasters will be the goal of members of the American Association of Advertising Agencies in their future program-building activities. That was the prevailing view of delegates to the annual convention of the A. A. A. A. held in Washington April 14 and 15, as disclosed during a symposium on radio advertising.

Reaffirming their faith in radio as a new and potent advertising medium, the advertising men sought concrete means of eliminating whatever "weak spots" exist in sponsored radio presentations after hearing from two congressional radio leaders that the problem is becoming increasingly serious. Interference with radio advertising by Congress was openly opposed by the delegates.

Following the addresses by Senator Dill, (D.) of Washington, and Rep. Davis, (D.) of Tennessee, agency representatives cited examples of the efficacy of radio advertising. Where other media have failed, radio has stepped in and performed the job, it was said by several delegates.

The advertising men applauded Senator Dill when he declared against governmental intervention and predicted that "brains will win in this situation as it has in others." It was Senator Dill who cautioned the industry, broadcasters, agencies and advertisers alike, to bolster their "weak spots" now so vulnerable to the attacks of certain anti-radio factions. He pointed out that the enemy never attacks where one is strong and that radio therefore should look to its weak spots "if it would save itself from those outside attacks."

Would Curb Advertising

REP. DAVIS, chairman of the House Merchant Marine, Radio and Fisheries Committee, while also endorsing the American system of broadcasting, was skeptical of the industry's ability to clean its own house. He said the industry would have to be regulated by Congress, and he advocated that advertising credit be limited to the name of the sponsor with perhaps the addition of a slogan to "drive the thought home."

The advertising men, however, did not concur in Rep. Davis' views, either as to the public sentiment on present program methods or as to the remedy. J. M. Dawson, of Dallas, Tex., a member of the association's radio committee, declared that "the most positive, quickest, and best answer to the problem lies in the bankroll of the advertiser. If an advertiser finds he is abusing the good-will of the public, he is going to make rapid changes."

At the outset of the session, Frederick R. Gamble, executive secretary of the A. A. A. A., and presiding officer at the symposium, explained that the meeting brought together the four greatest factors in broadcasting—Congress, the National Association of Broadcasters, the Radio Commission and the A. A. A. A., whose members place 80 per cent of the national advertising of the country. He said the A. A. A. A. was confident that Congress, as a result of the far-reaching inquiry into commercial broadcasting now being made for it by the Radio Commission pursuant to the Couzens-Dill resolution, will be convinced that the existing system is the best for this country.

A. A. A. A. Convention Notables—Left to right: E. DeWitt Hill, McCann Erickson Co., reelected treasurer; Frederic R. Gamble, executive secretary; John Benson, reelected president for four years, and Henry T. Ewald, president of Campbell-Ewald Co., elected chairman of the board. Other officers named by the convention are: Arthur H. Kudner, president of Erwin, Wasey & Co., vice-president, succeeding M. L. Wilson of the Blackman Co., and G. Lynn Sumner, president of the G. Lynn Sumner Co., secretary, succeeding H. H. Kynett, of the Aitkin-Kynett Co., Philadelphia.

"The A. A. A. A.," he asserted, "feels that commercial announcements can be made both attractive and interesting, and that their method of handling is more important than their length of frequency."

Senator Dill, the first speaker, declared he did not desire to tell "advertising men how to run their business," but he pointed out that radio is under "severe attack" from three different sources with different aims but all with the same objective—"to get advertising off the air." The first of these antagonists, he said, is the newspaper, which fears a loss of advertising revenue from radio and views it as a conflicting medium. In this regard, he recalled the address last year at Princeton of M. H. Aylesworth, NBC president, in which the latter sought to show that no such conflict existed.

Ear Ads Different

"THERE is a lot of difference between newspaper and radio advertising," Senator Dill declared. "Newspaper advertising is through the eye to the mind and radio advertising through the ear to the mind."

Next, Senator Dill cited the attack by the educational forces, seeking to wrest 15 per cent of the available wave lengths from commercial broadcasting. He said these interests take every opportunity to attack commercial radio but that they haven't the money to build the stations they seek or a plan sufficiently financed to educate by radio even if given the facilities.

Thirdly, he named the "reform element," which, he said, seizes upon anything it views objectionable in its attack upon commercial radio and in favor of government control or operation.

Senator Dill enumerated by name certain types of programs which he said "invite criticism." These he classified as programs designed to make a deep impression on the listener by over emphasis on commodity rather than to win goodwill. Urging the elimination of such programs and advising the advertiser to avoid putting a club in the hands of the opponents of commercial radio, Senator Dill said that many advertising programs evoke little or no criticism. He mentioned by name the Davy Tree feature and the R-K-O theatre of the air as "natural" radio programs.

Explains European System

ASKED by A. P. Warwick, of Cecil, Warwick & Cecil, New York, how European radio is maintained, Senator Dill said that most of the continental systems are government-operated with the listener footing the bill by a tax on his receiver. In England, he pointed out, 60 per cent of the money collected by taxing set-owners goes back into the broadcast service, but the remainder is consigned to the Treasury as payment for post office operations. In Germany, he declared, 50 per cent is turned directly into the government.

Declaring the American system is far superior to the European, Senator Dill said that during his inspection of European radio systems and methods last year he was impressed by the lack of efficiency in operations abroad. No split-second schedules are observed as in this country, and in England, on a

(Continued on page 30)

Chicago Agencies Form Association

Advertising Men Other Places Encouraged to Organize

CHICAGO RADIO advertising agency men have just formed the Advertising Agencies Radio Association, marking the first time the agency radio men have come together. The following temporary executive committee was elected to act until September: chairman, Everett George Opie, Robers & Smith; Frank Steel, Critchfield & Co.; Russell B. Williams, Erwin, Wasey & Co.; secretary, G. W. Stamm, BROADCAST ADVERTISING.

Other agency men who helped organize the association are: J. L. Van Valkenburg, Batten, Barton, Durstine & Osborn; T. D. Luckenbill, J. Walter Thompson Co.; Robert Rankin, William H. Rankin Co.; H. W. Rose, Buchen Co.; T. W. Davis, Matteson - Fogarty - Jordan Co.; G. V. Lowrie, McCann-Erickson; Thomas Foley and James Davidson, Philip O. Palmer & Co.; Myron Kinsey, Albert Frank & Co.

The purposes of the organization are twofold. First, it will serve as a forum where the agency radio men can meet and talk over their problems. Secondly, through the association, they can deal collectively with broadcasters, station representatives and others with whom their contacts have heretofore been individual.

Rates Raised

ROY C. WITMER, NBC vice-president in charge of sales, has notified agencies and sponsors that, effective May 1, the rates of WEAF and WJZ, New York keys, will be increased 20 per cent to $900 per hour, $562.50 per half hour and $351.57 per quarter hour. In his letter, Witmer points out that the old rates have stood since Feb. 1, 1929, while the number of radios in the New York market has increased 120 per cent.

'Transcription Network'

PAN AMERICAN Broadcasting System has been formed, with offices at 551 Fifth Ave., New York, as a new "transcription network" which will embrace about 100 stations. Details of the organization are lacking, but it is reported by several stations that they have been contacted lately by Paul A. Greene, former chief engineer of CBS, who is connected with the project. Walter Whetstone is president.

Talent Bureau Rejected

PROPOSALS that the American Association of Advertising Agencies establish a radio talent bureau to standardize prices for talent have been rejected by the A. A. A. A., according to an announcement by John Benson, president. One proposal was for a bureau where talent costs, management, etc., would be registered, and the other entailed establishment of a bureau that would act as purchasing agent for all A. A. A. A. members.

Broad Inequalities Still Found In Zone and State Allocations

New Quota Figures Indicate Davis Amendment Is Inoperative Despite Some Readjustments

LITTLE HEADWAY is being made by the Radio Commission in its efforts to equalize the distribution of radio facilities among the five radio zones and the states as required by the Davis equalization amendment, which became a law more than four years ago. Latest quota figures compiled by the Commission show that wide disparities still exist, although there have been changes in the quota status of individual states.

Three of the five zones are still over-quota, having more than the 80 units to which they are entitled under the Commission's own standards. The country as a whole is nearly 36 units overquota, or the approximate equivalent of that number of stations of 1 kw. each operating full time on a regional channel. The first and second zones are underquota.

One State at Par

THE STATUS of several states has been changed through the effect of the new rules and regulations, which became operative last Feb. 1 and which modified the rigid terms of General Order 102. Under these rules the entire provisions of that general order may be disregarded by the Commission in the authorization of increased facilities if no interference will be caused. The tendency, however, has been to increase facilities in states already enjoying more than their quota.

Actually, the figures show — as have previous tabulations — that the Davis amendment is inoperative and cannot be enforced without drastic readjustments which inevitably would lead to litigation. Exactly one-half of the states are shown to be overquota in varying degrees, while 23 are underquota with one—Georgia—exactly at par. The Commission established the arbitrary figure of 400 units as that to which the country is entitled, and uses it as a yardstick.

Three States Gain

IN THE last year three states have moved from underquota to overquota positions because of increases in facilities.

These are Maine, which was lacking .22 of a unit as of March, 1931, and which now is overquota to that extent; New Mexico, which lacked .4 of a unit and which now is 1.28 units overquota, and Idaho, which lacked .29 of a unit and is now .11 of a unit overquota. California did just the opposite, due to deletions, dropping from 1.68 units overquota to .42 of a unit underquota.

With 101.12 units, or 21.12 excess units, the fourth zone is the most overquota of the five. The fifth zone has 93.78 units against the 80 to which it is entitled, and the third zone has 93.78 units. Lacking 7.16 units, the second zone is the most underquota. The first zone is minus 5.20 units.

Illinois is the most overquota state. Whereas last year it was 11.15 units in excess of its quota of 22.50 units, it now is 12.24 units plus. Pennsylvania is the most underquota state, lacking 7.34 of the 27.63 units to which it is entitled. A number of states, however, in percentage rating, are more delinquent in facilities than Pennsylvania, and, on the same basis a number of states are more overquota than Illinois.

It has been repeatedly said by engineers that the Davis amendment is inoperative because it is impossible to assign all of the facility factors equally among the five zones when the latter are so disproportionate in size though they are approximately equal in population.

Latest Quota Distribution

	Population	Pct. of Zone Facilities Due	Quota Units Due	Present Quota Assigned	Over or Under Quota Units	Over or Under Quota Per cent
FIRST ZONE						
New York	12,588,066	43.83	35.07	38.17	+ 3.10	+ 9
Massachusetts	4,249,614	14.80	11.84	10.06	— 1.78	— 15
New Jersey	4,041,334	14.07	11.26	11.53	+ 0.27	+ 2
Maryland	1,631,526	5.68	4.55	4.10	— 0.45	— 10
Connecticut	1,606,903	5.60	4.48	3.55	— 0.93	— 21
Porto Rico	1,543,913	5.38	4.30	0.20	— 4.10	— 95
Maine	797,423	2.78	2.22	2.45	+ 0.23	+ 10
Rhode Island	687,497	2.39	1.91	1.40	— 0.51	— 27
District of Columbia	486,869	1.69	1.35	1.30	— 0.05	— 4
New Hampshire	465,293	1.62	1.29	0.92	— 0.37	— 29
Vermont	359,611	1.25	1.00	0.42	— 0.58	— 58
Delaware	238,380	.83	0.67	0.70	+ 0.03	+ 4
Virgin Islands	22,012	.08	0.06	0.00	— 0.06	—100
Total	28,718,441	100.00	80.00	74.80	— 5.20	— 7
SECOND ZONE						
Pennsylvania	9,631,350	34.54	27.63	20.29	— 7.34	— 27
Ohio	6,646,697	23.84	19.07	18.76	— 0.31	— 2
Michigan	4,842,325	17.36	13.89	10.84	— 3.05	— 22
Kentucky	2,614,589	9.38	7.50	8.50	+ 1.00	+ 13
Virginia	2,421,851	8.68	6.95	9.50	+ 2.55	+ 37
West Virginia	1,729,205	6.20	4.96	4.95	— 0.01	
Total	27,886,017	100.00	80.00	72.84	— 7.16	— 9
THIRD ZONE						
Texas	5,824,715	20.27	16.22	22.67	+ 6.45	+ 40
North Carolina	3,170,276	11.03	8.82	7.95	— 0.87	— 10
Georgia	2,908,506	10.12	8.10	8.10	— 0.00	
Alabama	2,646,248	9.21	7.37	6.22	— 1.15	— 16
Tennessee	2,616,556	9.11	7.29	12.83	+ 5.54	+ 76
Oklahoma	2,396,040	8.34	6.67	8.44	+ 1.77	+ 27
Louisiana	2,101,593	7.31	5.85	8.40	+ 2.55	+ 44
Mississippi	2,009,821	7.00	5.60	3.40	— 2.20	— 39
Arkansas	1,854,482	6.54	5.16	4.60	— 0.56	— 11
South Carolina	1,738,765	6.05	4.83	1.70	— 3.13	— 65
Florida	1,468,211	5.11	4.09	8.45	+ 4.36	+107
Total	28,735,213	100.00	80.00	92.76	+12.76	+ 16
FOURTH ZONE						
Illinois	7,630,654	28.15	22.52	34.76	+12.24	+ 54
Missouri	3,629,367	13.39	10.71	11.79	+ 1.08	+ 10
Indiana	3,238,503	11.05	9.56	7.53	— 2.03	— 21
Wisconsin	2,939,006	10.84	8.67	7.86	— 0.81	— 9
Minnesota	2,563,953	9.46	7.57	9.08	+ 1.51	+ 20
Iowa	2,470,939	9.12	7.30	11.50	+ 4.20	+ 58
Kansas	1,880,999	6.94	5.55	5.37	— 0.18	— 3
Nebraska	1,377,963	5.08	4.06	7.30	+ 3.24	+ 80
South Dakota	692,849	2.56	2.05	2.94	+ 0.89	+ 43
North Dakota	680,845	2.51	2.01	2.99	+ 0.98	+ 49
Total	27,105,078	100.00	80.00	101.12	+21.12	+ 26
FIFTH ZONE						
California	5,677,251	46.07	36.86	36.44	— 0.42	— 1
Washington	1,563,396	12.69	10.15	15.66	+ 5.51	+ 54
Colorado	1,035,791	8.40	6.72	9.32	+ 2.60	+ 39
Oregon	953,786	7.74	6.19	9.22	+ 3.03	+ 49
Montana	537,606	4.36	3.49	3.30	— 0.19	— 5
Utah	507,847	4.12	3.30	6.60	+ 3.30	+100
Idaho	445,032	3.61	2.89	3.00	+ 0.11	+ 4
Arizona	435,573	3.53	2.83	2.50	— 0.33	— 12
New Mexico	423,317	3.44	2.75	4.03	+ 1.28	+ 47
Hawaii	368,336	2.99	2.39	1.84	— 0.55	— 23
Wyoming	225,565	1.83	1.46	0.60	— 0.86	— 59
Nevada	91,058	.74	0.59	0.80	+ 0.21	+ 36
Alaska	59,278	.48	0.38	0.47	+ 0.09	+ 24
Total	12,323,836	100.00	80.00	93.78	+13.78	+ 24

Hearing on KPO

FORMAL HEARING on the application for voluntary assignment of the license of KPO, San Francisco, from Hale Bros. Stores and the Chronicle Publishing Co., to NBC, was ordered by the Radio Commission April 22. Decision to designate the application for hearing was reached on the theory that it involved "policy" as to network ownership of stations. The Commission probably will sit *en banc*, rather than have the hearing held before an examiner. The date likely will be early in June. KPO now broadcasts with 5 kw. on the 680 kc. clear channel, but holds a construction permit for 50 kw., which also would be voluntarily assigned to NBC.

AN INCREASE in day power from 250 to 500 watts and authority to install a new 500 watt transmitter was granted KARK, Little Rock, Ark., by the Radio Commission April 26. The station's night power remains at 250 watts.

Selective Audience Best, Says Witmer

NBC Official Tells Students Sales Talks Must Interest

Roy Witmer

STUDENTS of the advertising class of the New York Advertising Club recently toured the studios of NBC. They were introduced to Roy C. Witmer, vice-president in charge of sales, who discussed the essentials of good radio programs, which secure public good will and do not antagonize listeners. He condemned bombastic, egotistical advertising announcements and said that the sales talk must be as interesting as the program itself, else it will fail in its purpose.

"Listeners should pick their programs carefully, just as if they were paying for tickets to hear the show," said Mr. Witmer, who deprecated the type of listening which allows the radio set to be turned on all day long, indiscriminate of what is being broadcast. "It should be the aim of every advertiser to secure for himself an audience which will listen attentively and appreciatively, rather than to broadcast for the casual dial-twister.

"If NBC can please half the people half the time, we know we are doing a good job," was his comment on the query as to what type of program appealed to most people. He pointed out that tastes differ and that a network must endeavor to please various types of people. No one program can possibly do this, he said, and it is therefore the aim of the broadcasters so to balance their entertainment that excellent variety is provided and every degree of taste catered to.

Questioned as to the success of advertisers who have used broadcasting alone, Mr. Witmer stated that there had been several outstanding examples of such success, but that the NBC at all times advocated the use of radio as part of a well planned advertising campaign rather than as an exclusive medium. Newspaper tie-ups are recommended wherever possible, he added, as the NBC is a firm believer in a well-rounded advertising campaign both in print and on the air.

KOB Move Approved

PERMISSION to discontinue broadcasting beginning April 24 in order to move its transmitter from State College to Albuquerque, N. M., was granted KOB April 22 by the Radio Commission. The station, licensed to the New Mexico College of Agriculture and Mechanical Arts, must resume broadcasting August 1 or sooner.

KFPW, Fort Smith, Ark., was authorized by the Radio Commission April 26 to change frequency from 1340 to 1210 kc., increase its power from 50 to 100 watts and increase its hours of operation from daytime to unlimited. The Commission also authorized changes in equipment.

Sales Talk on Sustaining Programs

Features of Value to Advertisers in Building Audience; New Commercial Periods Held Better Than Old

By BERNARD A. FENNER,
Director of Continuity,
KOIL, Council Bluffs-Omaha.

RADIO ADVERTISING salesmen overlook a great talking point in approaching prospective sponsors when they fail to call attention to sustaining programs, according to this writer, because these features are to a station what syndicated comic strips, fashion notes, serial stories and the like are to a newspaper. But, in contrast to the advice of Walter Neff, of WOR, Newark, in the April 1 issue of BROADCASTING, he holds that a sponsor should choose a new program, rather than an already popular sustaining feature, and then grow in popularity as the period does.

A LARGE PERCENTAGE of radio salesmen will get no farther in this article than the caption; they'll hurry on to the next page in disgust. "Sustaining program! Humph! That doesn't pay any commission. Why bother with reading about a sustaining program? If there are fifteen minutes open in a day's schedule, put a singer and piano or a phonograph record on the air."

But the sustaining programs of a radio station should be one of the talking points of commercial men to prospective sponsors. Instead, the average salesman has made the words "commercial program" into a sort of fetish, an idol to be worshipped to the exclusion of all else. His idea seems to be that a program, unless it is sponsored, or has direct sales possibilities, is something merely to be tolerated. Time, effort, care and concentration—all these should be called upon in the preparation of a commercial feature. But ask the average salesman about the local sustaining programs, and unless he has listened to one particular feature in the hope of selling it, he'll look blankly at you and shake his head.

Newspaper Analogy

OF JUST how much importance, if any, are the sustaining programs of a station? For the purpose of illustration, let us compare the radio station to a newspaper, and indeed, the similarity is quite marked. In the publication there are the editorial and advertising departments; in radio there are the sustaining and commercial programs. As the display and classified ads of the newspaper furnish revenue, so do the commercial programs in radio. But—and here is something for the average salesman to remember—to the same extent that the syndicated features, fashions, serial story, sports, comic section create interest on the part of the reading public, so that the display and classified ads may be presented successfully, the sustaining programs of a radio station hold the listeners' attention and interest for the commercial sponsor to get his message across to the public.

What would happen if only the advertising message of the commercial sponsor were to be put on the air during the hours of broadcast? What happens to the argument that the sponsor is the be-all and end-all of broadcasting? Any station, foolish enough to attempt such a thing—and I'm speaking of a station in a more or less thickly populated territory — would soon have all the air to itself; there would be no listeners. However, that is going pretty far to prove a point; no station could be found in that class. And why? Because broadcasters know that unless interest is aroused and held, the advertiser's message is just so much wasted breath.

On the other hand, if a station has a reputation for producing only the best of sustaining programs, you are sure of an audience to offer the advertiser. It's a selling point. The advertiser wants an assured audience. The best way to get it is in the presentation of high class sustaining features; not necessarily highbrow, but high quality, whether they be symphonic, modern music or script acts, dramatic or comic.

This is equally true for stations with network affiliation. The thought must be kept in mind that while greater entertainment is offered at a comparatively low price from the chain's originating studios, there is an added burden placed on the station with network programs because listeners will. consciously or unconsciously, judge all programs with a network-quality rule.

Build Different Act

DO NOT TRY, unless the circumstances are unusual, to sell an existing sustaining program which has proved popular; and of course it must prove popular or be dropped from the schedule. If desired, use the same talent, but build a different act to sell the sponsor's name or product. It's bad psychology, as a general rule, to start a feature, and then, when it has become popular, to sell it commercially. When the sponsor comes to the air for the first time, he should have a program which will be associated, from that moment, in the minds of listeners, with his name or product.

Why is this true? Because the public has become accustomed through the repetition of the popular sustaining feature on the air to think only of the feature's subject matter. Listeners are prone to resent any attempt on the part of broadcasters to vary the program to include commercial announcements before the expected feature begins. If the announcement follows the feature, it will probably be lost, since interest in the feature dies as soon as it reaches the logical conclusion. Until the listeners become accustomed to the new "set-up," the program is of little value as a vehicle for a commercial message.

In contrast to this situation, a sponsor presenting a new cleverly worked-out program will receive added benefit because of the fact that he has brought another delightful program to listeners. The feature and the advertiser are thought of in conjunction, one with the other, by Mr. and Mrs. Radio Set Owner. There is never for a moment a doubt in the listeners' minds that the advertiser is responsible for the new and, it is to be hoped, popular feature.

The discerning advertiser would rather have time immediately before or after a popular sustaining feature because he will receive benefit from it, and at the same time his own program will hold the attention of listeners for the same reason that some display ads are ordered by "position" or "preferred position" next to reading matter.

Not only is it important to have interesting, different and audience-holding sustaining programs, but the schedule should be well balanced. This, too, is a talking point for salesmen.

Pick up a newspaper and scan its reading matter. You will notice, after a little careful scrutiny, that there is a real balance among the various types of "sustaining" reading. There is so much news, a certain percentage of women's page material, a definite proportion of sports stories, and so on.

Why is so much attention given by newspapers to the correct balance in reading matter? Because journalism, through years of experiment and experience, has learned that in order to have as nearly as possibly a universal appeal all types of readers must be pleased.

Learn From Newspapers

RADIO is young, still in swaddling clothes, in fact. But that is no reason why it must pass through long tedious years of experiment as did the older mediums. Broadcasters may profit mightily by studying newspapers. Study the balance between the various news features and apply the accumulated knowledge to radio's 'sustaining programs.

For instance, there should be a balance struck between dramatic presentations, humorous programs, educational talks, musical features, both semi-classical and popular, monologues, solo artists and the like. Once such a balance is found and adhered to, commercial salesmen will be gratified to note the apparent audience increase. Why? Simply because of the American public's ever-present craving for novelty, change—something new to whet the imagination. Once the listening public is shown that station PDQ or ZMK, or what have you, has such a variety of programs that you never know what's coming next, it will remain tuned in on that station, waiting to be entertained and confident that it will be.

Successful radio stations today are in many cases spending more money in the production of sustaining programs than commercial because their officials realize that unless the "reading matter" is sufficiently interesting, its advertising messages are lost in the vast expanse of ether.

24 Stations Added To Roster of NAB

A NET INCREASE of 24 in the station membership of the NAB since its convention in Detroit last October, bringing the present roster to 195 stations and affiliates, is reported by Philip G. Loucks, managing director. In the fall of 1930 the membership stood at 118.

The gross increase since the convention is 32. Mr. Loucks explained, however, that eight stations were dropped either for nonpayment of dues or through resignation. Of the present membership 165 are active, embracing only commercial stations paying regular dues. The remaining 30 are in the associate status, being educational, religious or otherwise noncommercial. Seven of the active members are affiliated with but do not own or operate stations.

Broken down into groups, the active membership shows 32 clear channel stations, 75 regionals, 43 locals, 8 day or limited stations and 7 affiliates. In the associate class 1 is a clear channel station, 23 are regional stations, 3 local and 3 day or limited. Since November, 1930, the local membership increased from 13 to 46, regional from 63 to 98 and clear from 28 to 33.

New members since Nov. 1, 1931, are: WBBZ, WBTM, WCAL, WCBM, WDAY, WERE, WFBL, WHBF, WHBL, WHP, WJAG, WKBZ, WKRC, WLBF, WMC, WMCA, WNOX, WPSC, WRJN, WSEN, WSPD, KDFN, KDKA, KFXF, KFXJ, KGEK, KGHF, KGHL, KGVO, KPRC, KSD and KTAR.

REMOVAL of WFBC, Knoxville, owned by Virgil Evans, to Greenville, S. C., has been authorized by the Radio Commission. A power increase from 50 to 100 watts was also authorized.

Political, Appellate Changes Proposed By Senate Group

NAB Hits Amended Davis Bill, Asks Chance to be Heard

By LYNNE M. LAMM

CONTAINING provisions considered inimical to the interests of broadcasters, the amended Davis omnibus radio bill (H. R. 7716) is pending before the Senate with its chances for passage favorable. Several efforts to have the measure considered met with objections from the floor, and Senators White (R.) of Maine, and Couzens, (R.) of Michigan, served notice that they have amendments which they will propose. The bill already has passed the House.

Most important of the amendments to the measure proposed by the Senate Interstate Commerce Committee and fostered mainly by Senator Dill, (D.) of Washington, are the proposals for a schedule of license fees to raise about $670,000 annually, mainly from broadcasters, and an amendment which would radically revise the existing provisions governing political broadcasts. The license fee provision is covered in detail in another article appearing in this issue.

The NAB, in a formal memorandum to the entire Senate and to its membership, objected to the provision which would vest in the Radio Commission the power to suspend licenses of broadcasters for limited periods as a punitive measure and to certain changes in the appellate provisions as well as to other provisions. The memorandum was drafted pursuant to instructions of the NAB board of directors.

Political Provisions

THE NAB asked for the opportunity to be heard before final action is taken. It is expected that if the bill passes the Senate hearings will be held before the conference committee appointed by the presiding officers of both House and Senate. While this procedure is unusual, it nevertheless is considered essential in view of the importance of the legislation and because no hearings were held previously.

The political section of the law would be broadened to make it mandatory upon all broadcasters to permit the use of their facilities by the supporters or opponents of a candidate or of a public question upon which people vote, if, in the first instance, the station has allowed the proponents of the opposing views to use the particular station. No broadcaster would be required to permit the initial use of his station for any of these purposes, however.

This provision is not strenuously opposed, although there is some doubt as to its merit. What the NAB does oppose, however, is the added proviso that the rates charged for the use of any station for political broadcasts shall not exceed the regular rates charged for regular commercial purposes. Aside from the fact that newspapers and periodicals generally charge higher rates for political advertising space without restriction, the NAB contends that this represents the first attempt on the part of Congress to prescribe broadcast advertising rates.

Appeals Provision Broadened

THE AMENDED appellate provisions would change chiefly certain procedural elements of the existing law. Most important is the provision that appeals may be taken on revocation proceedings to the Federal district courts throughout the country rather than only to the Court of Appeals of the District of Columbia. This is proposed on the theory that broadcasters and other parties could appeal with the least possible expense. One amendment long sought by broadcasters and openly supported in Congress—that of permitting appeals from denials of construction permits—was omitted, apparently by oversight.

A new lottery section, differing from that passed by the House, has been inserted in the measure. It is almost identical with the provision in the postal regulations prohibiting newspapers from accepting advertising of games of chance or gift enterprises. Senator Dill inserted in the bill also the provision that the Radio Division of the Department of Commerce be absorbed by the Radio Commission.

Aimed particularly at Dr. John R. Brinkley, deposed Kansas broadcaster and self-styled goat-gland specialist now operating XER at Villa Acunta, Mex., with 100,000 watts, is the proposal that the Commission be given control over all studios or apparatus in the United States used in connection with a foreign broadcasting station that transmits programs to the United States.

Would Move Commission

BROADENING of the alien ownership provisions so that up to one-fifth of the officers or directors of a company holding a radio license may be foreigners, is proposed in another amendment. This was done to take care of the particular case of the International Telephone and Telegraph Corp., which has several aliens on its board but which is predominantly American.

The measure provides for the election of the Commission chairman annually instead of leaving his term indefinite. Provision also is made for a vice chairman to function during the absence or disability of the chairman.

In the administration's economy omnibus bill, now pending in the House, provision is made for the return of the Radio Commission offices to the Interior Department building as a means of saving rent. The offices now are in the National Press Building, a private office building, to which the Commission moved about two years ago from the Interior Department.

The Senate on April 22 passed the Johnson bill (S. 4289) amending the existing law by requiring that operators' licenses be issued only to American citizens. The bill has been reported favorably to the House.

Spelling Lessons

MAIL RESPONSE to an offer or question over the radio in connection with a commercial program is greater when the names of cities in the address are spelled out, according to Bob Colwell, who wrote the banter for Eddie Cantor and prepared the skits for George Jessel in the Chase & Sanborn Hour. Spelling, he said, attracts attention; moreover, there are thousands of children and even adults who do not know how to spell the names of the larger cities. The addition of comedy parts to musical programs also increases the fan mail, he said.

Ideas, Ideas Everywhere!

But Few Proposed to Broadcasters Are Acceptable; Horse Neighs and a King Roundup Ruled Out

JUST AS the United States Patent Office yearly examines hundreds of freak inventions and as newspapers run down thousands of phoney tips, so broadcasters, and particularly the networks, are deluged with suggestions for unusual broadcasts. Unlike the motion picture industry, however, most radio officials lend an ear to almost any man or woman with an idea.

Proposals to broadcast the neighs of a trained horse, to carry talks by each of the crowned heads of Europe and schemes to cure the depression were among recent suggestions received by the New York office of CBS.

The man who asked if the network would be interested in broadcasting over a coast-to-coast hookup a program by a horse was not easily turned away. The horse was a trained animal, his owner declared, and very intelligent. It could count, and answer questions yes or no—all with a varying number of neighs.

"But our elevators are not large enough to carry a horse, and our studios are on the 21st and 22nd floors in this building," protested the program director.

"That's nothing," he replied, "this horse once walked up 32 flights of steps."

A Swedish-born woman came to the CBS headquarters from Boston to suggest a series of programs in which the feature talks would be given by all the kings in Europe.

"Nobody but real kings would do," she said. "I could get them all, I know them all personally. We could start with the King of Sweden."

A corollary of her proposition was that the kings should be persuaded, after their broadcasts, to come to the United States and make personal appearances at theatres in the manner of other radio stars.

Among proposed cures for the business depression was "The Radio Super-Salesman Idea." The trouble with the country, the sponsor said, is that the nation's salesmen are all sick and tired of their own sales managers. Consequently, they couldn't sell any of their products.

Have the broadcasters enlist "Super-Salesmen," he proposed, to give twice-daily "pep talks" over a nation-wide hook-up of all the broadcasting stations in the country.

The result would be, the visitor declared, that all of the nation's million or more salesmen, freshly inspired instead of bored, would go out with energy and enthusiasm, sell enormously—and the depression would collapse. The visitor was himself a salesman.

Advising Canada

(*Continued from page 8*)

take generations or centuries to correct." The witness believed a definite number of radio channels should be set aside, owned and operated by the public and free from commercial advertising, for the use of educational programs.

Calls Programs Trivial

UNDER the system used in the United States the air was "filled with sales talks, trivial or even degrading programs, and the best listening hours were occupied by this type of entertainment," said Dr. Morgan. He argued that the channels should be so divided that distinct types of programs would be carried on certain channels so that the listener could choose the type he desired at any hour of the twenty-four.

"Do you think the people would listen to instructive matter if the lighter types of entertainment was available at the same times?" asked E. J. Garland, (U.F.A., Bow River).

"I'd let the people worry about that," replied the witness.

The Federal Radio Commission, Dr. Morgan said, had been consistent in its refusal to give proper consideration to the demands of the educational associations although it had power to give prior right to educational activities. Educational programs were "given the poorest channels, the poorest power, and the poorest hours, and finally, in many instances, taken off the air altogether."

Dr. Raymond Morand, (Cons. Essex East), chairman of the committee, remarked that it "seemed strange" that a country like the United States would submit to such an attack on education.

Educational services were completely subordinated to commercial interests, the witness maintained.

A more outward display of dissatisfaction in United States radio services had been checked by the small number of exceptionally good programs that leavened the whole, Dr. Morgan said. But the great bulk put out by the 600 stations, "is the cheapest kind of tomfoolery, designed to catch the attention of a large audience and sell them something."

The Federal Radio Commission spent "millions yearly" on litigation with those it was appointed to serve, the witness said. "If the government set out to build an instrument to breed litigation, it could not have done a better job," he added.

Questioned by J. L. Ilsley, (Lib., Hant-Kings), Dr. Morgan said freedom of speech on the air was restricted mainly to those who wished to advocate a cause in which the broadcasting company happened to be interested. Otherwise it could always find a convenient excuse to refuse.

Dr. Morgan argued that under public ownership there would have to be some control over what went out on the air. Dr. Morgan agreed, but believed that under public control free speech would have a better chance than when controlled by commercial interests.

Arguments on Constitutional Questions Scheduled May 2 in Court of Appeals

Property Rights and Free Speech on Radio Are Issues In Cases Opened by WIBO, WPCC and KGEF

FINAL ARGUMENTS in two cases pending in the Court of Appeals of the District of Columbia and raising the constitutional issues of property rights and of freedom of speech on the air, both of which seem destined for the Supreme Court, will be presented during the week of May 2. Both cases grew out of deletion of stations by the Radio Commission.

The validity of the controverted quota regulations of the Commission as well as the legal right of the Commission arbitrarily to revoke station licenses without regard to property investment and without compensation will be tested in the appeals of WIBO and WPCC, Chicago, now operating by sufferance of the court. These stations were ordered off the air last fall to make way for WJKS, Gary, Ind., Illinois being overquota and Indiana underquota. Gary, however, is held to be in the Chicago service area, and only the technical issue of state boundaries enters the case insofar as public service is concerned.

Freedom of speech on the air for the first time will be argued in the case of KGEF, Los Angeles, deleted by the Commission last fall because of the broadcasts of the Rev. Robert P. Shuler, pastor of the Trinity Methodist Church, station licensee. Efforts to obtain a stay order failed.

Commission Claims Precedent

DUKE M. PATRICK, Commission general counsel, is prepared to defend the decisions as in complete accord with the law. With respect to the Shuler case, Mr. Patrick contended in his brief that the free speech issue was in no wise involved and that the Commission's decision has legal precedent already affirmed by the court.

Louis G. Caldwell, counsel for Shuler, contended in his brief, and is expected to argue, that free speech is a clear-cut issue and that the Supreme Court held only a few months ago in an analogous case that there can be no abridgement of that right under the Constitution. He alluded to the so-called Minnesota gag law case, involving the press, and held that identically the same principles apply to radio. Property rights are made an incidental issue. Also a party is George D. Lyon, of Los Angeles, who precipitated the action against Shuler. Represented by Littlepage, Littlepage and Spearman, he has filed a brief as intervenor and is scheduled to participate in the oral argument. A motion by his lawyers to extend the time for oral argument, however, has been denied.

Another deletion case, involving WCHI, Chicago, of the Peoples Pulpit Association, will be heard within the next two weeks before both the Courts of Appeals in Washington and in Chicago. Ordered off the air because of questionable medical broadcasts and allegedly inferior operation, along with WJAZ, Chicago, the station obtained injunctive relief from the Chicago court. The Washington court, however, denied it a stay order. WJAZ, operated by Zenith Radio Corp., did not protest the action in the courts and went off the air.

Jurisdiction is Issue

THE COURT of Appeals here denied WCHI further extension of time in which to make a deposit for printing of the record, and it is expected that the case will be dismissed from the docket next week. The Chicago court, however, is expected to hear arguments about May 15 on its jurisdiction, with the Department of Justice representing the Commission. The government's contention is that exclusive jurisdiction over such cases is vested by Congress in the Court of Appeals of the District of Columbia. Quota distribution also was assigned as a reason for the deletions. WCHI has been operating on the 1490 high power regional with 5 kw. two-sevenths time, as had WJAZ. This time would have been available to WCKY, Covington, Ky., operating the remainder of the time with 5 kw. KFJF, Oklahoma City, is licensed full time on the wave with 5 kw.

WMCA Gets Full Time

FULL-TIME operation on the 570 kc. regional channel was granted WMCA, New York City, by the Radio Commission April 29. It granted the application of WPCH, New York, owned by the same interests which maintain WMCA, for the facilities now occupied by WNYC, New York municipal station on 570 kc. WNYC is instructed to occupy WPCH's present limited time assignment on 870 kc. The action, announced pending the drafting of the formal decision, reverses the recommendation of Chief Examiner Yost. The vote was 4 to 1, Starbuck dissenting.

A. N. P. A. Again Critical As Hearst Makes Offer Of Radio-News Tie-Ups

WITH NUMEROUS publishers of newspapers owning or affiliated with radio stations present, the radio session of the American Newspaper Publishers Association, meeting in annual convention in New York April 27, directed its perennial anti-radio outbursts largely to the old cry that trade names should be eliminated from newspaper program listings. Elzey Roberts, publisher of the ST. LOUIS STAR, reported "progress" in this respect.

One resolution, adopted on motion of Col. Frank Knox, publisher of the CHICAGO DAILY NEWS, urged members to stipulate when buying newspaper features that they should not be used in advertising, being aimed particularly against radio. It was aimed also against the growing tendency of newspaper syndicates to offer their features to radio stations—as well as to discourage the press associations from selling their news services for use in sponsored programs.

At the convention, Hearst's leading news syndicate distributed to delegates its house organ PROMOTION, which, under the head of "Radio Promotion," contains an offer of scripts and transcriptions to client papers owning or affiliated with radio stations with specific authorization for their use in sponsored programs. (The text of the Hearst offer appears below.)

Elisha Hanson, A. N. P. A. Washington counsel and himself attorney for various radio stations, spoke on problems of news broadcasting. He advised publishers to lodge complaints with the Radio Commission if their papers had proper complaints against the lifting of their news; also if stations engaged in unfair competition with newspapers, such as the broadcasts of lotteries.

Mr. Hanson discussed the "changing habits" of radio listeners and asserted that not only are stations complaining of the loss of accounts but that their former all-day audiences are dwindling. People are demanding new features on the radio as in newspapers, he said.

Hearst "Radio Plan"

(From PROMOTION, Published by King Features Syndicate)

THE SERVICES of the radio department of King Features Syndicate, operated in cooperation with American Radio News Corporation and the Hearst radio stations, are available at any time, to any client paper which owns a radio station or has an affiliation with one.

Radio dramatizations of many of the serial-fiction releases of the syndicate, designed for use in building reader interest the opening week of the serial, are offered. Scripts and ideas used by radio stations in promoting other features may be obtained.

The radio department is syndicating original script features by leading radio writers. All of these features have been successfully used on such radio stations as KYW, Chicago; WISN, Milwaukee; WCAE, Pittsburgh, and WINS, New York, and can be produced with local casts. *They are available for sustaining or commercial purposes.*

Electrical transcriptions of "Bringing Up Father," "Tillie the Toller," and Beatrice Fairfax programs may be bought for sustaining or promotional purposes. They are 13-minute, 33 1/3 r.p.m. programs of high quality comparable in production and entertainment value to the better chain programs. The "Bringing Up Father" and "Tillie the Toiler" records, of which there are 52 releases, have in fact been used by chain stations in a number of cities. Thirteen programs of the type in which she was featured by the NBC over a record daytime network, have been made by Beatrice Fairfax.

For complete list of broadcast features, or any information regarding radio promotion, address radio department, King Features Syndicate.

Monitors Approved For Three Makers

Commission Reveals Results of First Completed Tests

FREQUENCY monitors developed by the DeForest, General Radio and Western Electric companies, have been approved by the Radio Commission, following tests made at the Bureau of Standards, as measuring up to technical requirements. Altogether, about a dozen frequency monitors have been submitted to the Commission, and the three sanctioned are the first to be subjected to the tests. Monitors developed by RCA-Victor and Doolittle & Falknor probably will be approved within the next fortnight.

Under Commission regulations, all stations must have installed by June 22, frequency monitors of a type approved by it guaranteeing maximum frequency deviations of 50 cycles plus or minus. The Commission will announce approval of other monitors after test.

The Commission, it is indicated, does not now intend to extend the time limit for the installation of frequency monitors beyond the June 22 deadline. With several monitors already approved and others to be passed upon shortly, it apparently feels that stations have sufficient time in which to make installations or at least to produce verified orders for monitors which it would be disposed to accept even if the installations are not made by that date.

No Exceptions

IN A STATEMENT on April 28 the Commission said:

"It is the intention to enforce rigidly the new rule and no stations will be allowed to operate which cannot meet the requirements. No exceptions will be granted in this regard for any causes whatsoever."

The memorandum of Dr. C. B. Jolliffe, chief engineer, covering the three devices, as approved by the Commission, April 22, follows:

"Associated herewith are reports from the Bureau of Standards on the tests of frequency monitors submitted by DeForest Radio Company, General Radio Company and Western Electric Co. The tests indicate that these monitors are mechanically and electrically so constructed that they have the inherent capability of operating in compliance with Rule 145, if properly operated and maintained. These tests were conducted on a representative sample of a type, and the manufacturers are to sell units identical in all details to this type and under the approval number assigned.

"It is recommended that the Commission approve the following monitors for use in broadcast stations in order to comply with Rule 145 and assign approval numbers as given:

DeForest Radio Company
Type ABM—Model A, approval No. 1451.
General Radio Company
Oscillator Type 575D.
Deviation Meter Type 581A, approval No. 1452.
Quartz Plate Type 375.
Western Electric Company
Type 1-A.
Oscillator Type 700A modified, approval No. 1453.

BROADCASTING

THE NEWS MAGAZINE *of* THE FIFTH ESTATE

MARTIN CODEL, Editor
SOL TAISHOFF, Managing Editor
F. GAITHER TAYLOR, Advertising Manager

Published Semi-Monthly by
BROADCASTING PUBLICATIONS, Inc.

National Press Building
Washington, D. C.
Metropolitan 1022

Executive and Editorial Offices: National Press Building, Washington, D. C.
Subscription Price: $3.00 a Year - 15c a Copy - **Copyright, 1932, by Broadcasting Publications, Inc.**

"Brains Will Win"

THERE can be little argument with the generally expressed conviction at the recent radio session of the American Association of Advertising Agencies in Washington that technique of presentation rather than duration of commercial announcement is the answer to the outcry against "too much sales talk" on the air.

Senator Dill, ever a friend of broadcasting, drew a spontaneous and hearty outburst of applause when he interjected the remark, at the height of a sometimes acrimonious discussion of the desirability of imposing a legal limitation on commercial announcements, that "brains will win in this situation as in others." Extreme as some programs admittedly are in their superfluity of selling talk, no one has yet devised a scheme whereby limitation of announcements can be applied equitably to all programs.

Senator Dill himself mentioned by name certain programs which, despite their sometimes lengthy commercial messages, are entirely acceptable to the public because they are in good taste as well as informative. It was his contention that other sponsors can follow suit—in a word, that proper programming technique can solve the radio advertising problem. He believes the situation will right itself if given time and if all radio advertisers will profit by examples already before them.

Not so sure that radio and the advertisers can clean their own house was Rep. Davis, who insisted that some form of curtailment by fiat is necessary. But beyond saying that he regards the mere mention of a sponsor's name and product as sufficient, Rep. Davis offered no definite palliative, although he has threatened almost since the opening of the present Congress to introduce legislation regulating commercial announcements.

That the mere mention of the sponsoring company and its product is insufficient to warrant his advertising by radio, let alone getting tangible results, goes without saying. The advertiser has a right to expect some form of return for his use of radio, and the consensus of the A.A.A.A. radio session was that radio does produce results. Any limitation by fiat would kill broadcasting's only source of support overnight—and even Rep. Davis made it clear that he prefers the American system of self-support to governmental operation and tax support, which is practically the only alternative.

If the radio session of the A.A.A.A. did nothing else but impress upon the minds of the men who place the radio accounts the fact that tremendous forces are at work assailing the integrity of what Senator Dill has labelled Radio by the American Plan, it must gratify the broadcasters. For the first time, the broadcasting fraternity, frequently at odds with the agencies, found common cause with the agencies and found the latter wholly sympathetic with their problems. It is now to be hoped that the radio folk can get together with the advertisers themselves, the sponsoring companies, for similarly enlightening discussions looking to their mutual welfare and the safeguarding of Radio by the American Plan.

Taxing to Death

IN ITS EFFORT to balance the budget, Congress somehow has singled out radio for as vicious a soaking as was ever handed any industry.

For most industries, Congress seems to feel that the planned increase in corporate taxes and reinstatement of the wartime schedule on excess profits will be adequate. But looking to radio, Congress plans a five per cent excise tax on set sales, and a flat scale of license fees for broadcasters, over and above the regular corporate assessments.

All this comes on top of the "modest" demands of the music industry to balance its own bloated budget by bludgeoning broadcasting for a 300 to 500 per cent increase in music license fees. Broadcasters, through the NAB, have until Sept. 1 to "negotiate" this all-important problem with the American Society of Composers, Authors and Publishers. The new levies, it is to be hoped, will then be totally different from the five-per-cent-of-gross scale, plus the present "sustaining" fee of about $1,000,000, plus the right to snoop in the broadcasters' books—a private form of regulation even more burdensome than present and proposed governmental regulation.

Why should Congress single out radio? Neither broadcasting nor radio manufacturing can stand it. Both are willing to do their bit on an equal footing with other industries. What the government can expect from its projected new taxes on radio at best would be a mere pittance as compared with the total deficit. The whole theme of American government is opposed to special, discriminatory and arbitrary taxation. Yet that is exactly what is planned.

The license fee project, sponsored by the Radio Commission and by Senator Dill, in normal times would not be oppressive. It proposes to raise only $670,000. But these are not normal times. In spite of the fantastic stories that are current about the radio industry wallowing in wealth, the broadcasting industry is only beginning to get on its feet and the radio manufacturers are as sorely depressed as the worst of them. Besides, there is an important matter of policy involved. No other industry is taxed especially to defray the cost of its administration by the government. Railroads don't pay special license fees to sustain the Interstate Commerce Commission, with its millions of expenditures annually. Shipping companies don't pay fees to offset the disbursements of the Shipping Board. And the mercantile pursuits don't pay license fees in special taxes to compensate for the $55,000,000 or more spent by the Commerce Department in their behalf.

The fee system, now pending before the Senate in the Davis Omnibus Bill, and likely to pass soon, proposes a schedule for broadcasting ranging from $120 for low-power to $5,000 per year for clear-channel 50-kilowatters. Other licensees also would be taxed, but broadcasting would carry the burden. There would be filing fees of every conceivable kind, as shown in the full tabulations in this issue.

Many broadcasters are opposing this schedule, along with other provisions of the amended bill. The NAB calls them arbitrary, discriminatory and ill-advised. If the measure passes, hearings are likely before a special conference committee, made up of members from the two houses. That will be the first time the broadcasters will have been given a chance to have their say.

The RADIO BOOK SHELF

SOME PERTINENT observations on various phases of broadcasting were carried by THE NEW YORK TIMES MAGAZINE in a series of three consecutive Sunday articles concluding April 10. Written by Anne O'Hare McCormick of THE NEW YORK TIMES staff, the articles are both laudatory and critical of the uses of radio.

While calling attention to the complaints against excessive advertising, Miss McCormick does not agree with the proponents of government operation of broadcasting stations. In this regard she says: "I doubt whether Americans would prefer the British system and whether our wider and less homogeneous audience would like the higher but less exciting level of the overseas broadcast." (Quotation from last article entitled "The Mind Behind Radio Broadcasts.")

AN ATTEMPT to indict radio advertising in Texas, particularly that of networks, has been made by the Texas Daily Press League, Inc., in a heavy brochure entitled "Eliminating Advertising Waste in Texas." Harping on the 2-year-old United States census report that only 18.6 per cent of Texas families owned radio sets, the booklet seeks to prove the superior value of newspaper advertising. No comparison is made, however, of say, the circulation of an individual newspaper and the audience of a single broadcasting station or network.

THE NEW program of educational broadcasts by the British Broadcasting Corporation contains a discussion of the present state of school broadcasting and notes to teachers on the use of the radio lessons. The booklet, entitled "Broadcasts to Schools," was arranged by the Central Council for School Broadcasting and published by the BBC, Savoy Hill, London.

THE COMMITTEE on civic education of the National Advisory Council on Radio in Education has prepared "A Listener's Handbook" for use in the "You and Your Government" broadcast series over NBC, (University of Chicago Press, 25 cents). Copies of the individual lectures have also been prepared.

We Pay Our Respects to—

WILLIAM S. HEDGES

WHEN "BILL" HEDGES cut short his college days at the University of Chicago in 1917 to enlist in the aviation branch of the Army Signal Corps, he had no realization that he was launching forth upon a career that was to distinguish him, like many another of those youths with whom the radio ranks are honeycombed, as one of the outstanding leaders in broadcasting.

He was earning his way through school as campus correspondent for the CHICAGO DAILY NEWS when the call to the colors came. Returning from the service with a second lieutenant's commission and a smattering of radio learned in the Signal Corps, he went back to the reportorial staff of the CHICAGO DAILY NEWS to resume the ordinary routine of a newspaperman handling political assignments.

Radio was furthest from his mind when his managing editor called him in one day, pointed to a copy of the NEW YORK GLOBE, then pioneering the field of radio news with its radio section, and asked him whether the CHICAGO DAILY NEWS should start a similar section. Bill's reply was in the negative. Whereupon the m.e. declared:

"Fine. Now that I have you on record, you are the radio editor and in charge of the radio activities of the DAILY NEWS." He was chosen, said the boss, because he was the only member of the staff with previous experience in radio, it having been his job during the war to control artillery fire from the air by radio!

Soon after this incident, the owners of The Fair, large department store, approached Walter Strong, then business manager of THE NEWS, with the idea of establishing a radio station under their joint auspices. Mr. Strong saw the possibilities of radio as an adjunct of the newspaper, as did Publisher Victor Lawson. The store's old 250-watt Hartley circuit transmitter was whipped into shape. Call letters WGU were obtained, and the station went on the air just 10 years ago, or on April 13, 1922. Bill Hedges was manager, continuing also as radio editor, and Miss Judith Waller was placed in charge of programs, a position she retains.

It was only a matter of a year or so after the CHICAGO DAILY NEWS went into radio that The Fair withdrew from the partnership, leaving the station, now with the call letters WMAQ and with a new Western Electric transmitter, entirely in the hands of the newspaper. The station's rise was steady, always boosted — as were other competing radio stations—by Hedges' columns in his radio page.

In 1928 Hedges was elected president of the National Association of Broadcasters. He was reelected in 1929. In 1931 he was made chairman of the NAB executive committee and in 1931 was appointed to its executive committee.

WMAQ was separately incorporated in 1929, with Mr. Strong as chairman of the board, Bill Hedges as president and Judith Waller as vice-presdent. Hedges continued to serve as radio editor until Sept. 1, 1931, when Col. Frank Knox, succeeding Mr. Strong as publisher of THE NEWS a few months after Mr. Strong's sudden death, concluded an arrangement with NBC whereby the network took over the management of the station and 50 per cent of its stock. Hedges remained as manager, a post he holds today, as Miss Waller was retained as assistant manager.

Bill Hedges was born in Elmwood, Ill., June 21, 1885, the son of a country doctor. He lived in various small communities until he was graduated from the Colorado Springs (Col.) high school in 1913. Following graduation, he went to Chicago to spend a year building refrigerator cars and serving as a department foreman for the Armour Car Lines. Then he entered the university, obtaining also a job as reporter with THE NEWS.

He is married and has two children, Helen, who will be 11 in August, and Margaret Ann, who is 7 this month. He lives at 1768 Washington Ave., Wilmette, Ill. He is a member of Sigma Nu, the Sojourners Club of Masonic Army and Navy officers, American Legion, Medina Athletic Club, Shawnee Country Club and various civic organizations. He is a Republican and a Congregationalist.

PERSONAL NOTES

WESLEY W. KNORPP, publisher of the Phoenix (Ariz.) REPUBLIC AND GAZETTE, which owns KTAR, was a Washington visitor in mid-April in the interests of the station. Later in the month he visited New York to attend the American Newspaper Publishers Association convention.

MISS JEAN GERARD, formerly secretary to John F. Royal, vice-president of NBC in charge of programs, has been transferred to the Chicago offices of the network.

H. A. LAFOUNT, commissioner, and Andrew D. Ring, senior engineer, of the Radio Commission, were guests of honor at a luncheon meeting of the National Press Club, April 20, which was addressed by Floyd Gibbons, newspaper correspondent and radio speaker.

LOUIS G. CALDWELL, attorney for WGN, Chicago, and various other stations, was one of the committee of trustees of Amherst College, headed by former President Calvin Coolidge, who participated in the ceremonies attending the transfer of the new Folger Shakespearean Memorial Library in Washington to the Amherst board of trustees April 23.

GEORGE TURNER, until recently in charge of publicity for KHJ, Los Angeles, has joined the Earnshaw-Young agency in the same city. He will write the Black and Blue detective episodes heard nightly over KHJ and written by the agency for Folger's coffee.

NORBERT CLANCY, formerly with WOOD and WASH, Grand Rapids, Mich., has joined WJKS, Gary, Ind., as manager, succeeding Meryl Friedel, who has joined the program department of WBBM, Chicago.

JACK STEWART, sales director of WFBR, Baltimore, has been elected a governor of the Baltimore Advertising Club, succeeding R. V. O. Swartout, who recently left the management staff of the station.

OLVER MORTON, formerly manager of WBZ-WBZA, Boston-Springfield, has been named manager of KDKA, Pittsburgh, and F. E. Spencer, formerly of the KDKA commercial staff, has been promoted to sales manager. It is expected that Lloyd C. Thomas, general commercial manager of KDKA, will join the New York staff of NBC.

RICHARD HALLER, radio advertising man and transcription producer, has been employed by KGMB, Honolulu, as assistant to General Manager A. Henley. He will act in an advisory capacity in the enlargement of the station's activities.

LINUS TRAVERS, production manager of WNAC, Boston, who with Mrs. Travers has been enjoying several weeks rest in Havana, was guest at a reception tendered Henry W. Catlin, president of the Cuban Electrical Co., April 9.

ALFRED J. McCOSKER, director of WOR, Newark, returned April 16 after a 21-day cruise on the Caribbean with Mrs. McCosker.

M. R. RUNYON has been appointed comptroller of CBS in New York.

BORN to I. E. Showerman, sales manager of the NBC Chicago division, and Mrs. Showerman, a son, James Peter, March 13.

L. L. MENNE, formerly president of the North American Institute, Chicago, and for the last 20 years identified with educational activities, is now director of the Floyd Gibbons School of Broadcasting, Washington, D. C.

C. R. THOMPSON and C. C. Harris, formerly with WCAO, Baltimore, as program manager and chief engineering respectively, are now actively engaged in operating WTBO, Cumberland, Md., which on April 1 went under new management.

FREDERIC WILLIAM WILE, Jr., son of the Washington newspaper correspondent and CBS radio commentator, who after being graduated from Princeton went abroad in the diplomatic service and later jointed the New York staff of CBS, will be married this summer to Miss Rita Halle, of Poundridge, N. Y.

ANDREW KRAUSS, a former commercial manager of KOL, Seattle, has been added to the staff of Pearce-Knowles, Seattle advertising agency.

BEHIND THE MICROPHONE

JAN KRUPA, organist and composer, formerly with WWVA, Wheeling, W. Va., has joined WKJC, Lancaster, Pa., as musical director.

EDWARD K. (Ted) JEWETT, with NBC since early in 1930, has been appointed night program representative of NBC in New York, combining the duties of supervisor of announcers with general evening program operations.

ALISON KYGER, of WCFL, Chicago, has been elected to membership in the Women's Advertising Club of Chicago.

WALTER WINCHELL, who has been radio columnist of the Lucky Strike Hour over NBC since Nov. 3, has been ordered by his physician to take a prolonged rest following a collapse attributed to overwork. Louis Sobel, another Broadway columnist, has taken his place.

FRED SHAWN, formerly a drama student at Pomona College (Cal.), and recently with the cast of Ziegfeld Follies, has joined the announcing staff of WLW, Cincinnati.

TEDDY BERGMAN, CBS actor, was married to Finnette Walker, CBS television actress, in New York this month. Bergman has the leading role in the "Joe Palooka" series sponsored by Heinz Rice Flakes.

CLARENCE CRARY, announcer at KGER, Long Beach, Cal., has published "More Precious Thoughts" as a 64-page booklet. They were written by Nellie Lorraine Gunter and had been read on Crary's "Family Circle" inspirational program.

BOB STEPHENSON, formerly with KMPC, Beverly Hills, Cal., has joined the staff of WBBM, Chicago, as an announcer. He also carries a commercial aviator's license.

ARTHUR LINDSAY, onetime with KOMO, Seattle, and NBC in San Francisco, has been added to the announcing staff of KHJ, Los Angeles. His wife, the former Miss Helen Hoover, has also joined the station as a writer in the production department.

IVAN STREED, formerly with KFH, Wichita, has joined WMBD, Peoria, Ill., as program director, succeeding Steve Cisler, who has returned to WGAR, Cleveland. WMBD has also added Miss Florence Pearson, former Chicago newspaper woman, to its commercial staff. In addition to her commercial duties, she conducts the Homemakers' period every morning.

TED ROY, who was a finalist in the Atwater Kent auditions a few years ago, has gone back to radio with a series of programs over KPO, San Francisco, and some of the NBC coast stations once a week. A blacksmith before entering Oregon Agricultural College, Roy is billed as "The Singing Blacksmith."

"WALKING Side by Side," a composition by Roy Harlow, assistant to William Shepard, III, president of the Yankee Network, its air premiere, April 19 when it was sung in special arrangement by the Yankee Singers over WNAC, Boston. The lyrics were written by Arthur R. Harper.

XUM

WJAS, Pittsburgh, is planning to introduce its first woman sports announcer, Marcella Deverson, who will interview women celebrities in the field of athletics. WJAS has just added two new announcers, Joseph Boley, formerly with Chicago stations, and Paul C. Monroe, of Boston, who went into announcing from the engineering field.

LINDSAY MacHARRIE, production manager of KHJ, Los Angeles, has written the "Signal Theme Song" for the weekly Olympic program for the Signal Oil and Gas Co., Los Angeles. Heinrich Tandler, of the station's musical staff, wrote the music.

S. L. (ROXY) ROTHAFEL, who will have charge of theatrical attractions in Radio City, will sail for Europe with Martin Beck, managing director of RKO vaudeville, May 5, on the Bremen. They will hold auditions for foreign artists and arrange for booking offices in various European cities.

OSCAR REICHOW, manager of Wrigley Field, Los Angeles, and announcer of the daily baseball games via KFWB, Hollywood, is expected back at the microphone early in May. He had been ill for six weeks.

IN THE CONTROL ROOM

E. K. COHAN, technical director of the CBS, visited Minneapolis in mid-April in connection with construction work on WCCO.

MAURICE GRAINGER, control engineer of WINS, New York, recently made a round-the-world tour in charge of the recording equipment of a newsreel talkie sound truck.

TWO MEMBERS of the engineering staff of WSB, Atlanta, A. L. Brown and Francis Greene, have won the only scholarship medals awarded in a class of 30 at Georgia School of Technology, for having the highest scholastic averages in the electrical engineering department. Both attend Georgia Tech under the cooperative plan which permits them to alternate between classroom and radio station, devoting three months to study followed by three months in WSB's technical department.

CHARLES T. ANSON, for the last ten years with General Electric at Schenectady, has joined the engineering staff of WBT, Charlotte, Earle J. Gluck, manager, announces. Mr. Anson will have charge of the new 25 kw. transmitter being installed by WBT under supervision of Paul Rosekrans, chief engineer. Mr. Anson has been identified with the installation of transmitting equipment in various prominent stations, including WEAF, WTIC and WENR.

CAPT. P. P. ECKERSLEY, chief engineer of the British Postoffice's radio services, underwent an operation for appendicitis early in April. He is well on the road to recovery, and in May or June will leave England for Australia, where he will act as advisor to the government in its reorganization of the Australian broadcasting services.

PAUL ROSEKRANS, chief engineer of WBT, Charlotte, was married on Feb. 29, last, so that he will have to celebrate an anniversary only once every four years.

E. W. DANNALS, formerly with Wired Radio, Inc., New York, is now chief engineer of WEVD, New York, where he is now supervising the installation of a new transmitter and studio equipment.

THE AMATEUR IDEA continues to absorb the hobby interests of many radio engineers. Henry Grossman, of CBS, New York, operates W2HM, on 40 meters. Ray Guy, of NBC, New York, is operating W2AX, and his colleague, George Milne, also has a "ham" station at his home in northern New Jersey.

RCA VICTOR engineers at Camden are actively engaged in amateur radio. I. R. Baker, transmitter sales manager, is completing a set he started on when he was still with G. E. at Schenectady; Ted Ostman is completing a 200-watter for his W2OM, and R. H. Holmes and Charles Roberts are "ham" devotees.

YANKEE Network technicians who have gone into the production side of radio are George Stoffy, formerly of master control, who has been made studio production man, and Carleton Weidenhammer, amateur radio operator whose call is WIZL, Bridgeport, and now on the announcing staff of WICC, Bridgeport.

FAY MEDHURST, assistant chief operator of KFOR, Lincoln, Neb., is another amateur enthusiast whose "ham" station has been heard in many parts of the country.

V. D. HAUCK, formerly with Wired Radio, Inc., has joined the DeForest Radio Co., Passaic, N. J., as a radio engineer.

Madrid Conference

ADVICES from abroad state that the Spanish Government has set Sept. 3 as the date for the opening of the International Radio-Telegraph conference at Madrid. Enlargement of the broadcast band is expected to be the focal point of discussion. The American delegation has not yet been named by President Hoover.

Are They Listening?

(*Continued from page 9*)

due to the fact that 8:30 p.m. on the Pacific coast is 11:30 p.m. in New York, at which time commercial network programs are rare and the western network stations, unless able to sell their time locally, would be broadcasting sustaining programs.

Sustaining Quarter Hours

"A PRELIMINARY check on this point in a few cities as widely scattered as the following showed that between 8:30 and 9:30 p.m., during the current week, from 6 to 25 quarter-hour periods (out of a total of 28 or less were devoted to sustaining programs.

Number of quarter hour periods devoted to sustaining programs broadcast in one week between 8:30 and 9:30 p.m. local time:

Miami	WQAM	16 out of 28
Sioux City	KSCJ	6 out of 12
Charlotte	WBT	19 out of 28
Seattle	KOL	11 out of 28
Denver	KLZ	18 out of 28
Dallas	KRLD	6 out of 26
Los Angeles	KHJ	3 out of 28
Topeka	WIBW	25 out of 28

"Thus, from two-thirds who are reported as being unable to identify a product advertised must be deducted:

"1. All those who were listening to sustaining programs.

"2. All those who had not yet heard the commercial announcement.

"3. All those who were listening to programs of an institutional character in which the product was not featured."

Now considering the A. N. P. A. survey from a positive rather than negative viewpoint, the CBS analysis accepts at face value the two *factual* conclusions, the first and second, in which it is concluded that 51 per cent of all homes in the United States have radios and that 24 per cent of all homes in the United States are listening to radio programs in the peak hours of the evening. Interpreting Conclusion 2 in terms of actual audience, the CBS experts find:

"Twenty-four per cent of all homes in the United States represent over 7,000,000 homes with over 25,000,000 listeners, excluding infants. *Thus the A. N .P. A. proves that at the peak hours of the evening, a network advertiser who utilizes rebroadcasts, to reach the western time zones, or a national advertiser using individual stations, commands an available audience of 25,000,000 listeners.*

"It is known that the share of this audience which an advertiser commands on any complete network hook-up would depend largely upon the appeal of his program. That an outstanding program can reach as high as 80 or 90 per cent of the audience in a single station's area, and as high as 60 to 70 per cent of the coast-to-coast audience at a given hour, has been adequately determined by competent authorities. This represents over 16,000,000 listeners.

"Reduced to radio-sets, these 16,000,000 listeners to an outstanding program represent about 5,000,000 sets—about one-third of *all* sets owned in the United States.

"But they are *listeners*—to the advertiser's program.

"They can only be compared to *readers*—of an advertiser's newspaper insertion.

"They cannot be compared to newspaper *circulation*. The following parallel is obvious: Total newspaper circulaton represents *possible* readers; total radio ownership represents *possible* listeners."

"The A. N. P. A.," continues the CBS report, "has addressed itself to finding out what per cent of radio *owners* are at a given hour, radio *listeners* to a single program. They offer 14 per cent as an answer (7 per cent of all homes in the United States)—over 6,000,000 listeners. Impartial authorities lift that figure to as high as 16,000,000 listeners—or about 30 per cent of all radio homes.

"In order to compare this figure with newspaper-advertising, it would be necessary to determine what percentage of all the subscribers or buyers of newspapers actually *read a given advertisement*. We understand that such figures have been determined in what is known as the Gallup Survey, conducted for newspapers, but the results have apparently not been used for newspaper promotion purposes nor released for publication.

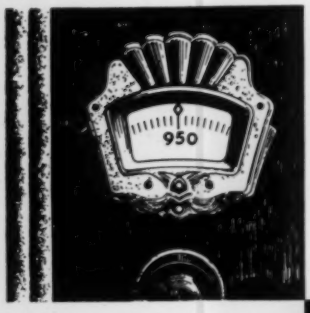
"When and if this is done, parallels *can* be established."

Homes Classified

FINALLY, the CBS survey asks, what does 51 out of 100 typical American homes mean in terms of income levels and markets? Here is the answer:

"As assumed in the A. N. P. A. survey—and checking with the most authoritative estimates—about 51 out of every 100 American homes, today, have radios. Illustrating this percentage by the use of ingenious charts composed of miniature houses, the A. N. P. A. makes no distinction (other than radio set ownership) between the 51 houses with radio—the 49 without. But—

(*Continued on page 26*)



A Key Station of the Columbia Broadcasting System, originating regular daily programs to stations west of the basic network.

LET THE DIALS
of this Great Trade Territory
TUNE IN
YOUR SPRING MESSAGE
ON KMBC
MIDLAND BROADCASTING CO., KANSAS CITY, MO.

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

NEW APRIL accounts reported by KFH, Wichita: Los Angeles Soap Co. (White King Soap), 15-minute transcriptions by Scott Howe Bowen, five times weekly for 52 weeks, handled by Earnshaw-Young Co., Los Angeles; Nehi, Inc., Columbus, Ga., 15-minute transcriptions, weekly for 26 weeks, placed direct; Quaker State Oil Corp., Oil City, Pa., 15-minute transcriptions, 13 weeks, through Scott Howe Bowen and Farmer Jones Sorghum, 15-minute transcriptions, 13 weeks, by National Radio Advertising, through H. W. Kastor & Sons Co., New York.

F. E. BOLLS, manager of KGHI, Little Rock, Ark., reports the following new accounts: Fletcher Coffee & Spice Co., Little Rock, sponsoring the Cecil and Sally transcription series six nights weekly; Nehi, Inc., Columbus, Ga., sponsoring "The Rondoliers" Tuesday and Friday for 26 weeks on transcription.

BURNOL PETROLEUM Co., Los Angeles, has placed its initial radio campaign with KTM, Los Angeles. It will use a mystery serial three times weekly for 90 days ending July 15. Firm produces and distributes a concoction said to increase mileage capacity of gasoline. If initial Los Angeles campaign proves successful, Burnol officials have announced that it will be carried eastward.

WILKENING MFG. Co., Philadelphia, (piston rings) is sponsoring a series of Monday night dramatizations of true stories of heroism of motor and garage repair men, entitled "Unsung Heroes," over WBBM, Chicago. Betty McLean is author of the sketches and incidental music is furnished by Frank Westphal's orchestra.

WORC, Worcester, Mass., for the local sponsor of Bing Crosby, the Wilbar Shoe Stores, is conducting a prize contest for which the winner gets a trip to New York and the CBS studios and a personal introduction to Bing Crosby. Among new accounts on WORC are Radio Cooking Club of America, Inc.; Minnesota State Valley Canning Co., Boston Food Products Co., Riverside Boiler Works, Pabst Corp. (Blue Ribbon Malt), Masury Young Mfg. Co. (Myco Gloss), Charis, Goulet Food Products, Inc., and J. L. Prescott Co. (black iron polish). Renewal accounts include Loose-Wiles Biscuit Co., Rumford Baking Powder Co. and United Drug Co.

FIRE INSURANCE Exchange, Los Angeles, will use KECA for a semi-weekly program consisting of true experiences of policy holders taken from the files of Los Angeles insurance agents and presented in dramatized form.

NEW NATIONAL accounts reported by WTMJ, Milwaukee, include: Eugene, Ltd., New York (permanent waves), thirteen 15-minute transcriptions by Scott Howe Bowen; Quaker State Oil Refining Corp.. Oil City, Pa., thirteen 15-minute transcriptions by Scott Howe Bowen, and Sleeper Products, Inc., Philadelphia (Beauty-Rest mattresses), seven 15-minute studio performances of organ music with Betty Goff, lullaby crooner, handled by N. W. Ayer & Son, Philadelphia.

NEW ACCOUNTS on WFBR, Baltimore, include W. A. Shaeffer Pen Co., Fort Madison, Ia., and The Texas Co., New York.

AMONG new April accounts on WJSV, Mt. Vernon Hills, Va., as reported by C. I. Taylor, commercial manager, include: Olson Rug Co., Chicago; B. T. Babbitt (Bab-O), New York; Best, Inc., New York; B. Fischer & Co., (Comet Rice), New York; Durkee Famous Food, Inc., Elmhurst, N. Y.; Eastern States Mission of Jesus Christ of the Latter Day Saints, Brooklyn, N. Y.; The Fugate Co., Indianapolis; Greencastle, Pa., program; Gardner Nursery Co., Osage, Ia.; International Harvester Co., Baltimore; Iowa Pearl Button Co., Muscatine, Ia.; International Laboratories, Rochester, N. Y.; Lindlahr Magazine, New York; My-T-Fine Corp., Brooklyn, N. Y.; The Opex Co., New York; Popular Science Monthly, New York; Sylph Laboratories, New York; Shepherdstown (W. Va.) Community program; L. C. Smith & Corona Typewriters, Inc.; Sweets Company of America, New York; Utica & Mohawk Cotton Mills, Utica, N. Y.; Virginia Dare Co., Brooklyn; Waynesboro (Pa.) community program; ZBT Baby Talcum, New York; Merckens Chocolate Co., New York.

CLIOT CLOSET MOTH PROOFER Co., New York, (mothicides) is introducing its new line through a newspaper campaign tied up with an "Embarrassing Moments" prize contest over WOR, Newark, thrice weekly. The contest, for which blanks are obtained from local dealers, asks for stories of embarrassment caused by damage from moths or disagreeable odors, stains or damages. Arthur Rosenberg Co., Inc., New York, handles the account.

KLX, Oakland, Cal., reports the following new accounts: Montgomery Ward & Co. (local branch), 15 minutes every Thursday night, outdoor program; Schwartz & Grodin (men's clothiers), 15 minutes every Thursday night, "Golf Sidelights," by Farly Fry, golf professional at Alameda municipal golf course.

AMONG the national advertisers over KTAR, Phoenix, Ariz., listed in a handsome brochure just issued by that station, are Affiliated Products Co., Bayer, Inc., Beatrice Mabie, Inc., Chappel Bros. Co., Frigidaire Corp., Heel Hugger Shoes, Inc., King Crab Packers, National Lead & Battery Co., Roman Meal Co., Shell Oil Co., Safeway Stores, Inc., Maltine Co., Walter Baker Chocolate Co., Walker's Austex Chile Co., Pacific Coast Borax Co., and White King Soap Co.

INTERNATIONAL Oil Heating Co., Inc., St. Louis, (oil burners) on April 15 started Fred Feibel, organist, on WABC, New York. Lloyd & Hill, Inc., St. Louis, handles the account.

AMONG new accounts on KFEQ, St. Joseph, Mo. are: D. D. D. Corp., Chicago (skin remedy); Udga, Inc., St. Paul (stomach tablets); Paul Reiger & Co., San Francisco (perfumes); First National Television, Inc., Kansas City (correspondence school); American School, Chicago; Specialty Salesman magazine, Chicago; General Translite Co., Kansas City; United Remedies Inc., Chicago (Kolar Bak); Consolidated Cigar Co., New York (Dutch Masters); Skelly Oil Co., Kansas City (gas); Campbell Cereal Co., Northfield, Minn. (Malt-o-Meal); Easy Mfg. Co., Lincoln, Neb. (garden tools); Webb Brothers Lighting Co., Arkansas City, Ark. (farm lighting).

INTERSTATE NURSERIES, Hamburg, Ia., is sponsoring a daily program over KFOR, Lincoln, Neb.

NATIONAL ACCOUNTS placed over WMAZ, Macon, Ga., during 1931, according to its newly issued illustrated brochure, included: Buick Motor Co., Flint, Mich.; Cape County Milling Co., Jackson, Mo.; Champion Spark Plug Co., Toledo; Chevrolet Motor Co., Detroit; H. H. Chester & Co., Chicago; Drisox Chemical Co., Raleigh, N. C.; Dixie Hatcheries, Jefferson City, Mo.; Gib-As-Tine Co., Logan, W. Va.; Hillerick-Bradsby Co., Louisville; Jefferson Island Salt Co., Louisville; Kirsch Co., Sturgis, Mich.; Nadinola Products Co.. Paris, Tenn.; Plough, Inc., Memphis; United Drug Co., New York.

GENERAL FOODS Co., New York, (Grape Nut Flakes) is sponsoring all the home games of the Chicago White Sox and Cubs as announced by Hal Totten over WMAQ, Chicago, this season. Account is handled by Young & Rubicam, New York. WMAQ reports the renewal for one year of the account of Hinckley & Schmitt Co., Chicago, (Corinnis water) an orchestra program featured by the clink of a crystal goblet into which the water is poured. The account is handled by Roche Advertising Co., Chicago.

THE CALIFORNIA state department of agriculture late in Mach started to broadcast from KFRC, San Francisco, and over seven stations of the Don Lee network once a week. Dudley Moulton, director of the department, inaugurated the series, which present programs for the farmers and fruit growers; other stations are KHJ, Los Angeles; KGB, San Diego; KERN, Bakersfield; KMJ, Fresno and KFBK, Sacramento.

ACCOUNTS reported by KTHS, Hot Springs, Ark., include: Quaker State Oil Refining Co., Oil City, Pa.; Acme White Lead & Color Works, Detroit, and Keith Brothers Nurseries, Saginaw, Mich.

WRVA, Richmond, Va., reports the following new accounts: Consolidated Cigar Co., New York; Carleton & Hovey Co. (medicines), Lowell, Mass.; Affiliated Products, Inc. (cosmetics), Chicago; Segal Safety Razor Corp., New York; American Oil Co. (insecticides), Baltimore; Eugene, Ltd., New York (permanent waves).

WJKC, Lancaster, Pa., reports the following new national accounts for April: Wetherill Paint Co., Philadelphia; Baugh & Son, Baltimore; Hamburg Plow Works, Hamburg, Pa.; E. T. Rugg, Newark, O.; RCA-Victor Co., Inc., Camden, N. J.; Cello-Wax Co., Baltimore.

FOODTOWN KITCHENS, Inc., Chicago (Wheat and Ice Pops) has placed its account with Campbell-Ewald Co., Chicago office.

NETWORK ACCOUNTS

UNION CENTRAL LIFE Insurance Co., Cincinnati on April 24 started a year's program over 17 CBS stations, Sunday, 6:30 to 7 p. m., EDST, until Sept. 25, then 5 to 5:30 p. m., EST, dramatic program with musical interlude featuring outstanding stage stars. J. Walter Thompson Co., Inc., Chicago, handles the account.

UNION OIL COMPANY of California Los Angeles, on April 18 started the Three Ambassadors and Kay Thompson on five stations of the NBC-KGO network; Monday, Wednesday and Saturday, 8 to 8:30 p. m., through April 23 and then 8:15 to 8:45 p. m., both PST. Lord & Thomas and Logan, Los Angeles, handles the account.

EASTMAN KODAK Co., New York, on April 29 renewed musical program contract over 31 CBS stations, Friday, 9 to 9:30 p. m., EST (west coast, 9:30 to 10 p. m., PST). J. Walter Thompson, New York handles the account.

STERLING PRODUCTS, Inc., Wheeling, W. Va., on April 25 began a new series, "Love Songs and Waltzes," with Frank Munn, tenor, and Daniel Lieberfield and orchestra, over an NBC-WJZ network. It is heard Monday and Friday at 10:30 p. m., EDST. Program advertises Phillip's Milk of Magnesia and account is handled by Blackett-Sample-Hummert, Inc., Chicago.

CANADA DRY Ginger Ale, Inc., New York, on May 2 begins a new series over an NBC-WJZ network, featuring George Olsen, Ethel Shutta and Jack Benny, to be heard Monday and Wednesday at 9:30 p. m., EDST. N. W. Ayer, New York, handles the account.

BAYUK CIGARS, Inc., Philadelphia, beginning May 1, is sponsoring Count Felix von Luckner, the "Sea Devil," in its Bayuk Stag Party, Sundays, over an NBC-WJZ network at 9:15 p. m., EDST. N. W. Ayer & Son, Philadelphia, handles the account.

STANDARD OIL Co. of New Jersey, New York, (Esso) on May 4 begins the sponsorship of Robert L. Ripley, creator of "Believe It Or Not," in a new series based on his recent trip through the South Seas and the Orient. Ripley will be heard on an NBC-WJZ network Wednesday and Friday at 7:15 p. m., EDST.

BRAZILIAN AMERICAN Coffee Promotion Committee, New York, on April 19 started Marimba band and vocal soloist over four stations of NBC-KGO network, Tuesday, 5 to 5:30 p. m., PST. N. W. Ayer & Son New York, handles the account.

THE CARNATION Co., St. Louis, (canned cream) on April 24 started orchestra, male quartet and guest artist every third program on NBC-KGO network, Sunday, 8:30 to 9 p. m., PST. The Izzard Co., Seattle, handles the account.

P. LORILLARD Co., New York, (Old Gold cigarettes) on April 18 renewed contract over 34 CBS stations with "Little Jack Little," Monday through Friday 9 to 9:15 a. m., EST. Lennen & Mitchell, Inc., New York, handles the account.

KELLOGG Company, Battle Creek, Mich., (cereal) on May 9 starts nursery program on NBC-KPO network, daily except Saturday and Sunday, 5:30 to 5:45 p. m., PST. N. W. Ayer & Son, Inc., New York, handles the account.

METROPOLITAN Life Insurance Co., New York, on April 25 started program of setting up exercise under direction of Arthur E. Bagley, daily except Sundays and holidays, on NBC-WEAF network. Account handled direct.

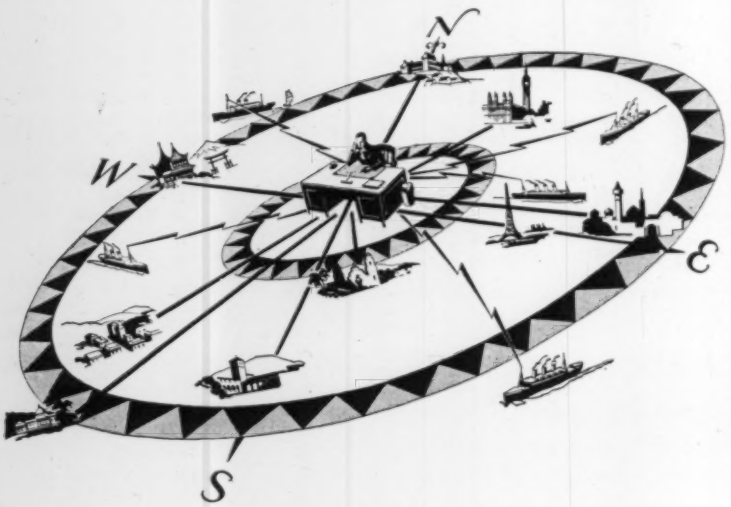
TRANSCRIPTIONS

COLUMBIA Phonograph Co., New York, announces the election of H. E. Ward as president and H. Curtis Abbott as vice-president in charge of sales, merchandising and advertising. The two men were also elected to the board of directors. F. J. Ames remains as treasurer.

E. W. YOUNG, manager of the electrical transcription division of the Chicago office of Columbia Phonograph Co., reports that the Vigoro program placed by Swift & Co., Chicago, over three stations by J. Walter Thompson Co., Chicago, was transcribed in Columbia's Chicago studio and not by another company, as previously reported in BROADCASTING.

XUM

YOU ARE SITTING IN THE CENTER OF THE WORLD



...EVERYWHERE

is within arm's reach via coordinated telegraph, cable and radio facilities

● Whether you would reach somebody five miles away or five thousand miles...whether your message must go by telegraph or cable or radio or by any combination of these three...the great International System of coordinated communication facilities will speed your message to its destination and flash back a reply in a mere matter of *minutes.*

Working hand in hand, the units of the International System are Postal Telegraph, linking 80,000 places in the United States and Canada*...Commercial Cables, reaching Europe, Asia and The Orient...All America Cables, reaching Central America, South America and the West Indies...and Mackay Radio, which maintains point-to-point services in addition to reaching ships at sea.

Use Postal Telegraph and the International System to reach anybody...anywhere...*quickly.*

**In Canada, through the Canadian Pacific Railway Telegraphs.*

●

To Telephone a
Telegram, Cablegram or Radiogram
just call
"POSTAL TELEGRAPH"
or *dial* your local Postal Telegraph office.
Charges will appear on your local telephone bill.

THE INTERNATIONAL SYSTEM

Postal Telegraph

Commercial Cables — *All America Cables*

Mackay Radio

AGENCIES AND REPRESENTATIVES

GENERAL FOODS Corp., New York, leading radio advertiser, has placed its Grape Nut Flakes and Minute Tapioca accounts with Young & Rubicam, New York. With Benton & Bowles, New York, it has placed its Maxwell House Coffee, Post Toasties, Post's Bran Flakes, Walter Baker Cocoa and Chocolate, Log Cabin Syrup and Diamond Crystal Salt accounts.

ASSOCIATED BROADCASTERS, Inc. program producers of Chicago, has appointed Norman E. Knudson, for the last two years its western sales representative, as general sales manager at Chicago. Knudson is a former member of the staff of Advertising Selling and before that was with Frank Seaman, Inc., New York agency.

EDWARD JEROME FORTMAN, for the past five years advertising manager for Don Lee, owner of KHJ and other Pacific coast stations, left that organization in April to open his own advertising agency at 808 South Vermont Ave., Los Angeles. He will specialize in radio, billboards and other media.

PHILIP STONG of Young & Rubicam, Inc., New York, who worked on the Valspar account, is the author of a novel, "State Fair," which has been selected as the Literary Guild selection for May. Mr. Stong was radio editor of the NEW YORK SUNDAY WORLD at the time of its sale to the Scripps-Howard chain.

MERGER of the Porter Corp., Boston agency, with Charles W. Hoyt Co. Inc., New York agency handling various radio accounts, has been announced. Offices of the Porter Corp. at 80 Broad St., will be continued as the Boston office of Charles W. Hoyt Co.

DR. GEORGE GALLUP, Northwestern University professor, who has conducted several notable radio surveys, on May 15 will join the staff of Young & Rubicam, New York.

DUKE PARRY, who handled radio publicity for Batten, Barton, Durstine & Osborn, New York, died last month.

WILLIAM MacLANE, many years in sales promotion activity in the San Francisco bay district, has opened an advertising agency at 74 New Montgomery St., San Francisco, and will include radio accounts.

FRANK WRIGHT, doing free lance writing for several years with various California stations, has opened an agency for radio accounts in the Alameda County Title Insurance Bldg., Oakland as Frank Wright and Associates.

"Voice of the Alleghenies"

WFBG Altoona, Pennsylvania

WM. F. GABLE CO.

Near the Famous Horse Shoe Curve

● ● ●

COVERS CENTRAL PENNSYLVANIA
with population area of 300,000.

IN THE HEART
of rich farming, railroad and mining section.

LOCAL STATION
that gives only reliable service available in a forty mile radius.

Equipped with 33 1/3 and 78 r.p.m. turntables.

PROSPECTS

RADIO will be used with newspapers and circulars in a campaign for Globe Industrial Loan Corp., New York and Newark. Advertising will be handled by the William H. Rankin Advertising Co., New York.

ARZEN LABORATORIES, Inc., Clinton, Ia., (nasal oil) will make up its lists during June and July, using radio as well as other media. Coolidge Advertising Co., Des Moines, handles the account.

CARAVAC Corp., Stratford Conn., is introducing a new vacuum cleaner for automobiles (Caravac), operated by the exhaust. Advertising will be placed by the Wales Advertising Co., Inc., New York.

THE JAMES DE PAULI agency, San Francisco, will direct the advertising for Petroleum Distributors, Inc., marketing "Hi-Power" brand gasoline in northern California. Radio and newspapers will be used.

SPEEDWRITING, Inc., a New York shorthand school, is planning a radio program to be handled by the Mortimer Lowell Co. 369 Lexington Ave., New York.

VESS BEVERAGES will place an account for Vess Cola on prominent stations in 30 metropolitan areas this season, reports Howard Davis, commercial manager of WIL, St. Louis, who is the account executive in charge of the placement of the program.

HOWARD DEEMS agency, Long Beach, Cal., has taken over the account of Bush Oil Refinery Signal Hill, Long Beach, producing Royal and Blue Jay brands of gasoline, and expects to use stations along the Pacific coast.

SEATTLE store of the J. C. Penney Company chain stores will use local broadcasters in a test campaign through the Pearce-Knowles agency, Seattle.

THE SCATES Co., Union City, Tenn. (Mrs. Scates dressing) has appointed the Lake-Spiro-Cohn agency, Memphis, for a newspaper and radio campaign.

NELSON CHESMAN & CO., St. Louis agency, is arranging due bills with radio stations throughout the country on an exchange basis for the Jefferson Hotel, St. Louis.

EQUIPMENT

GENERAL RADIO Co., Cambridge, Mass., announces that approval of its frequency monitoring equipment by the Radio Commission April 22 placed the following stations on the "honor roll" of those already complying with the new 50-cycle order (formerly G. O. 116); these are General Radio's actual installations as distinguished from orders booked: KDKA, WLW, WGN, KOB, WOOD, KDFN, KGGM, WHAZ, WBZ, KYW, KFJR, KGAR, KFPL, KFXJ, KGHL, KGIZ, KGMB, KGRS, KRLD, KSCJ, KSD, KTBS, KTHS, KWKH, KWLC, WABZ, WAPI, WBAA, WBSO, WCAO, WDAE, WDAG, WDAY, WDGY, WDRC, WEW, WFBG, WFBM, WFLA, WGST, WHBU, WHBY, WHK, WJBK, WKY, WLEY, WMMN, WNAD, WNBF, WNBH, WOI, WQAN, WRHM, WTAG, WTJS, WTOC, WWJ, WWSW, KUSD, WRNY, WMBO, WMAL, WFIW, WJW, WCSH, KMAC, KFJZ, WJDX, WRDO, KRE, WMBD, KABC, WSOC.

RCA COMMUNICATIONS Inc., New York, reports that the following stations have contracted for its frequency measuring service: WEAF, WENR, WJZ, WMAQ, WRC, WTAM, WCGU, WBBC, WBBM, WBBR, WBRE, WBT, WHP, WINS, WIP, WLTH, WLWL, WCAE, WCAH, WCCO, WCKY WHEC, WMIL, WOKO, WOV, WPEN, WTIC, KEX, KGA, KGO, KJR, KOA, KPO, KYA, WABC, W2XAB, W2XE, W2XBS, W3XAL, W3XL, W9XF, W9XAP, W5XAK.

XUM

★ *ADVENTURES WITH "THE IMPOSSIBLE"*

From a $5 Bet on a $1 Watch came the pioneer broadcasting station

IT looked like anything but a historic moment — back there in 1916. One of our engineers, in a spirit of raillery, had made a bet that his nickel-plated timepiece would keep better time than another's fine, new 21-jewel gold-cased model.

But the challenger himself was something of a watch expert. So, it is whispered, he proceeded to mount a fine, jeweled movement in his nickeled "turnip." Then both engineers began seriously to plot accuracy curves against the master clock in our main offices. And, as the rivalry grew keener, even the accuracy of the master clock was questioned.

"I'll put in a wireless set and get Naval Observatory time direct from Arlington," proposed the owner of the "dollar" watch. So he set up apparatus in his backyard garage and joined the army of amateurs then chattering in dots and dashes through the ether.

His backyard broadcasting station initiated new equipment, new ideas. Dots and dashes gave way to voice transmission — music and dialogue. 8XK, the station's call, acquired a reputation. Meanwhile there was more and more talk throughout our offices that radio was destined for a larger commercial future.

A positive hint appeared in September, 1920, when a Pittsburgh department store, in order to sell a stock of radio receivers, advertised: "Hear those interesting 8XK programs in your own home."

On November 2, 1920, a Westinghouse-operated radio station, KDKA, announced the first regularly scheduled broadcast, to report the Harding-Cox election returns. From that point on, the history of broadcasting has practically all been written. From that point on, KDKA became a household word.

The fifteen million radio receivers now owned by American homes, the three-billion-dollar radio industry which annually produces some half a billion dollars' worth of radio equipment — all have been greatly stimulated by developments which Westinghouse sponsored.

So, every time you listen to a radio today, remember that broadcasting took form in the minds of Westinghouse men — was prompted by a friendly wager between two of them, was nurtured in the backyard garage of one of them, and reached full flower amidst our factories and our laboratories.

Westinghouse *Electric*

XUM

BROADCAST STATION ENGINEERING SERVICE

■

Antenna Resistance Measurements

■

Field Intensity Measurements

■

Frequency Checking

■

Antenna Design

■

Transmission Line Design

■

General Adjustments for Class "B" Amplifiers

■

100% Modulation

■

Precise Frequency

■

Radio Research Company, Inc.

1204 Irving Street N. E.

Washington, D. C.

RCA VICTOR Co., Camden, N. J., is now installing its 50B model 50 kw. transmitters for WCAU, Philadelphia; WSM, Nashville; WHO-WOC, Des Moines-Davenport, and WBT, Charlotte. The first three hold 50 kw. construction permits from the Radio Commission under the recent high power grants. WBT has a 25 kw. permit, but will use the same type transmitter with the lower output.

HAROLD G. PERRY, chief engineer of the Don Lee System, is planning to install new Western Electric frequency monitoring equipment in each of the network's four stations, namely, KHJ, Los Angeles; KFRC, San Francisco; KGB, San Diego, and KDB, Santa Barbara. At the KHJ main studios new moving coil microphones of the type used by CBS for its Philadelphia Symphony and New York Philharmonic pickups will also be installed.

H. A. KNAPP has been promoted to general sales manager of the Celotex Co., Chicago, following the resignation of C. E. Stedman, vice-president.

RADIO TELEVISION INDUSTRIES Corp. announces a new "ribbon microphone" with a driving magnetic pickup, two stage amplifier and a flat curve from 80 to 8,000 kc. Technical data is available on request at its offices, 130 West 42nd St., New York.

WFBR, Baltimore, on April 18, placed in operation its new Western Electric 1 kw. transmitter, with automatic visible frequency check and automatic frequency control.

ORDER for the new 500-foot mast for the half-wave antenna of WCAU, Philadelphia, has been placed with Blaw-Knox Co., Pittsburgh. The same company will also install the two 300-foot base insulator towers of the 50 kw. transmitter of WCCO, Minneapolis.

HENRY BELLOWS, president of WCCO, Minneapolis, and vice-president of CBS, reports that the new 50 kw. Western Electric transmitter of WCCO is scheduled for delivery in May. The present site of WCCO, at Anoka, Minn., with ten additional acres of land, will be used, a new station house now nearing completion. The installation is under the direction of H. S. McCartney, chief engineer, cooperating with E. K. Cohan and A. B. Chamberlain of the CBS engineering department.

RCA VICTOR Co., Camden, has issued a new catalogue of "Radiotrons for Transmitting."

STATION NOTES

ALL OF THE PROGRAMS of CFCF, the Canadian Marconi station at Montreal, are being broadcast simultaneously by short waves over the station's relay adjunct, VE9DR, which is located alongside the Marconi Transatlantic beam station at Drummondville, 55 air miles from Montreal. The programs have been heard on short waves all over the North American continent, in South America, England and continental Europe.

KHJ, Los Angeles, has just issued a small four-page leaflet called "An Old Story With a New Dress." It is designed to interest potential advertisers and tells of the success of the "Heroes of the Olympics" program for the Signal Oil Co., Los Angeles.

SOUND PICTURES monitoring apparatus was employed by Chief Engineer Lawrence McDowell of KFOX, Long Beach, Cal., in mixing the dialogue and sound for a recent KFOX Radio Revue. So large was the auditorium in which the show was produced and so poor were the acoustics, it was necessary to confine the action of two playlets to positions before several microphones spotted about the stage.

WHAZ, of the Rensselaer Polytechnic Institute, Troy, N. Y., pioneer college broadcasting station, has added a 5 kw. water-cooled tube as a Class B amplifier so that the station is now capable of a power output of 100 watts although its license limits it to 500 watts actual usage.

WADC, Akron, O., on April 8 celebrated its seventh anniversary.

KQV, Pittsburgh, is now owned by the Union National Bank of that city, successful bidder at an auction at which the station was sold early in April. The sale was consummated following dissolution of an injunction against the auction procured by the Peoples Pittsburgh Trust Co., holding a note from the Doubleday-Hill Electric Co., former owner. H. J. Brennan, manager of WJAS, Pittsburgh, offered $25,000 at the auction.

TWO LEADING Los Angeles radio stations, KHJ, owned by Don Lee, and KFI, owned by Earle Anthony, celebrated their tenth anniversaries in mid-April. KHJ went on the air April 13, 1922, as an adjunct of the Los Angeles Times. KFI, which started as a 5-watter and now is the only Pacific Coast station with 50 kw. power, began broadcasting on April 16, 1922.

KFXM, San Bernardino, Cal., has installed a remote line to the Reynolds Hotel in Riverside, about 20 miles away. It will be used to broadcast "home town" talent from Riverside and to promote business accounts of sponsors in that section.

SEVERAL HOURS daily of CBS programs are now being served to WJKS, Gary, Ind., although the station is not listed as being on the CBS network.

WHBU, Anderson, Ind., has recently installed a new crystal control composite transmitter. Leroy M. E. Clausing, of Chicago, acted as consulting engineer.

PROGRAM NOTES

"WESTERN Intercollegiate Broadcasts" is the title of a new NBC Pacific coast semi-weekly program. It will supplement the cross-country broadcasts by the National Advisory Council on Radio in Education. Dr. Robert G. Sproul, president of the University of California, was on the first program. The series is carried by KPO, KGA, KJR, KECA, KFSD, KTAR, KGIR, KGHL, KSL and KOA.

"BEHIND the Scenes in Radio" titles a new series over WXYZ, Detroit, designed to point out to listeners the broadcasters' side of the fight against commercial support of radio. Each feature dramatizes an incident in broadcasting, showing how it is conducted and supported and answering the charge of critics against advertising.

PAUL SPECHT, orchestra leader, heard over CBS on Friday nights, has issued an open invitation to listeners to submit manuscripts for an air worthy of adoption as the official song of a Century of Progress in Chicago for the world's fair in 1933. Complete orchestrations must be included. Music and radio critics will serve as judges.

THE CAMEL Quarter Hour, featuring Morton Downey, Tony Wons and Jacques Renard, will leave the air for the summer on May 28. The vaudeville tour of the trio will end in Baltimore on May 14.

"THE ALMANAC" will caption a new program five days a week at KFRC, San Francisco, with Lewis Lacey as master of ceremonies. String ensemble will do numbers between the daily horoscope, weather reports, news events, questions and answers.

In California . . .

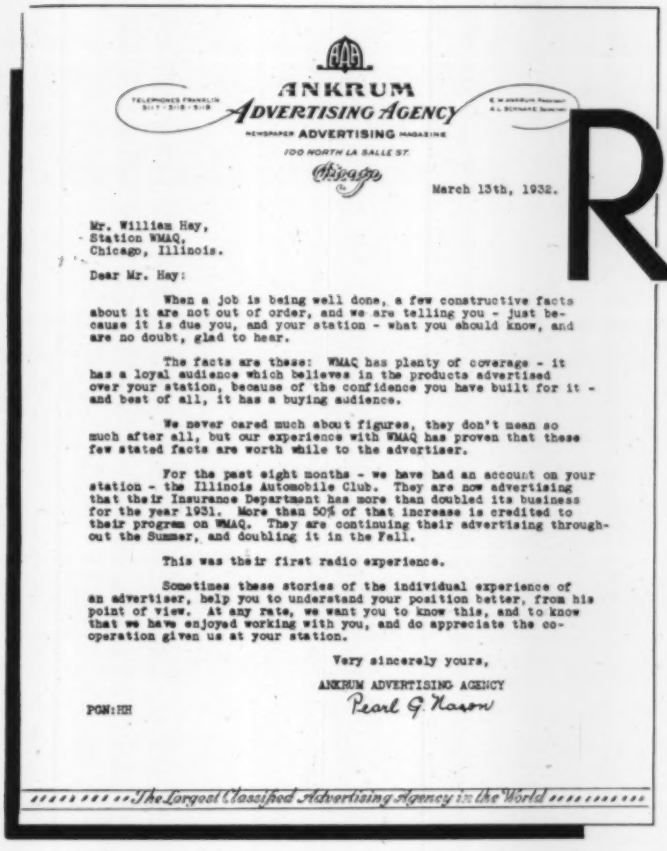
they listen where they live!

8 stations of the Don Lee Broadcasting System . . . in the 8 densely populated trading areas . . . provide absolute coverage of the State of California with its more than 5,000,000 listeners. 1/16 of all the radio sets in the United States are within local distance of these stations. When planning radio in California, let this powerful network deliver your message, economically and effectively, throughout this tremendously wealthy and responsive State. For coverage maps, rates, etc., wire or write . . .

DON LEE BROADCASTING SYSTEM

7th & Bixe Sts., Los Angeles • 1000 Van Ness Ave., San Francisco • The California Unit of The Columbia Broadcasting System

XUM



ANKRUM
ADVERTISING AGENCY
NEWSPAPER ADVERTISING MAGAZINE
100 NORTH LA SALLE ST.
Chicago

March 13th, 1932.

Mr. William Hay,
Station WMAQ,
Chicago, Illinois.

Dear Mr. Hay:

When a job is being well done, a few constructive facts about it are not out of order, and we are telling you - just because it is due you, and your station - what you should know, and are no doubt, glad to hear.

The facts are these: WMAQ has plenty of coverage - it has a loyal audience which believes in the products advertised over your station, because of the confidence you have built for it - and best of all, it has a buying audience.

We never cared much about figures, they don't mean so much after all, but our experience with WMAQ has proven that these few stated facts are worth while to the advertiser.

For the past eight months - we have had an account on your station - the Illinois Automobile Club. They are now advertising that their Insurance Department has more than doubled its business for the year 1931. More than 50% of that increase is credited to their program on WMAQ. They are continuing their advertising throughout the Summer, and doubling it in the Fall.

This was their first radio experience.

Sometimes these stories of the individual experience of an advertiser, help you to understand your position better, from his point of view. At any rate, we want you to know this, and to know that we have enjoyed working with you, and do appreciate the co-operation given us at your station.

Very sincerely yours,

ANKRUM ADVERTISING AGENCY

Pearl G. Mason

PGM:HH

The Largest Classified Advertising Agency in the World

RESULTS

Program over WMAQ brings 50% increase in business in 1931

The letter reproduced on this page tells its own story—and is one of many received by WMAQ, steadfastly demonstrating that WMAQ's leadership in the Chicago market produces SALES results for advertisers using this station. A large "buying" audience in this rich market responds with confidence to the suggestions of our advertisers . . . resulting in comments like these: "We want you to know that WMAQ did an excellent job in helping introduce BISQUICK to the housewives of Chicago," G. S. Barnes, The McCord Company—and—"If Chicago continues to respond in the same manner as now, I feel that I am but discharging my duty to the BEIERSDORF COMPANY in continuing the program for a long time to come," Dr. C. J. Herzog, Nivea Creme.

We welcome the opportunity to offer you suggestions for programs specifically prepared to present *your* sales story to WMAQ's audience. Prestige in the Chicago market, and nationally, assures you the same continued results that led all advertisers whose contracts for WMAQ time expired during March, 1932, to renew, with one exception—a seasonal account.

WMAQ

MERCHANDISE MART
CHICAGO «» Phone Delaware 8312

670 KILOCYCLES
CLEARED CHANNEL
100% MODULATION

A NATIONAL BROADCASTING COMPANY NETWORK STATION

A WEEKLY program designed to capitalize on the current interest in contract bridge was recently introduced over WGAL, Lancaster, Pa. Built around a bridge party, the "Four Winds" meet each week to play contract and discuss clothes, automobiles, tours, etc. Commercial announcements are worked into the conversation. Four sponsors are accommodated on each program. The hand of bridge to be played each week is printed in the Lancaster newspapers.

THE ANCIENT MARINER, who is a weekly feature on WLWL, New York, is asking his listeners to send in their discarded books and magazines, as he is gathering them to send to lonely lighthouse keepers.

WINS, New York, owned by the Hearst newspaper interests, broadcasts news every Sunday on the hour and half hour until 1 o'clock and every hour on the hour thereafter.

Are They Listening?

(*Continued from page 20*)

"In terms of markets, purchasing power, spendable income, concentration in trading areas, there *is* a difference between the two that has been ignored in the A. N. P. A. survey—but which is of vital interest to the advertiser.

"The newspapers conducting the survey did not find that 51 out of every 100 homes had radios—in the trading areas in which the survey was conducted. *The actual figure was 86 per cent* . . . in markets of major interest to the advertiser.

"There is not, obviously, an *even* distribution of radio sets throughout the United States. In the centers where homes are thickest, the A. N. P. A. itself finds radio ownership most concentrated, not only in total number of sets owned, but in the number of sets owned *per 100 homes.*

"With 86 out of every 100 homes in urban areas owning radios, considerably fewer homes in the scattered rural market can own radios . . . to maintain the 51 per cent average for the entire country.

Buying Power

"How do these 86 radio owners compare with their non-radio-owning neighbors in terms of buying power?

"Ownership of a radio, for one thing, indicates not only an ability to buy, but sales responsiveness, a greater desire or ability to improve the home and standards of living.

"Almost every radio survey made, including the A. N. P. A. study, shows that about 85 per cent of telephone subscribers are also radio owners. Telephone homes have long been considered the prime United States market. Lowest income levels are automatically excluded, and in telephone homes is concentrated the buying power of the nation; rendered convenient to the advertiser by a concentration in dense population areas.

"It becomes clear that the graphic charts of the A. N. P. A. survey—to give a more accurate picture of the market covered by radio—should have made a sharp distinction between radio homes and non-radio homes—sketching the former larger, better and in every way, more inviting to the advertiser than their poorer and less responsive neighbors."

Fan Broadcasts

KTAT, FORT WORTH, is credited with the innovation of broadcasting telephone messages from out-of-state listeners simultaneously with their reception. A listener who calls the station by long distance is connected with the transmitter so that he hears his own voice congratulating the station or an artist. Frequently, the listener provides a little entertainment, sometimes with the accompaniment of the studio orchestra.

WLAP Sold by Atlass; To Operate as Local Unit

SALE of WLAP, Louisville, to local interests which propose to operate it purely as a local station was announced April 29 by Ralph Atlass, former owner. The stock of the corporation owning the station was sold by Mr. Atlass to Jesse Streng, vice-president of the Morris Plan Bank of Louisville. Mr. Atlass would not divulge the price. Mr. Atlass owns also WJKS, Gary, Ind. WLAP has served as the CBS outlet in Louisville. That service, however, will be discontinued about May 15, when WHAS, of the LOUISVILLE COURIER-JOURNAL, leaves NBC and joins CBS as a full time outlet.

It is understood that the management and personnel of the station will remain unchanged.

NBC Will Repeat Opera Broadcasts Next Season

ALTHOUGH the experimental broadcasts of the Metropolitan Opera performances by the NBC last winter cost $150,000 for the season, radio programs will be continued next season, which has been reduced to 16 weeks, because of the widespread popularity of the broadcasts.

Officials of the opera company are pleased not only by the added income but also the increased patronage from out-of-town visitors whose interest in the opera performances was aroused by the radio programs.

Stations Get Results *BECAUSE* Agency Men Read BROADCASTING

NAT'L PRESS BLDG., WASHINGTON, D. C.
THE NEWS MAGAZINE OF THE FIFTH ESTATE

After all it's RESULTS that count. The letter below from WOR is typical of numerous letters received from advertisers.

"When we first contracted for space in your publication BROADCASTING, we were rather skeptical as to any direct results.

"It may interest you to know, as it interested us, that we have received several worth while inquiries which have resulted in business from advertisers who have seen our ad in your paper."

BAMBERGER BROADCASTING SERVICE, INC.
WALTER J. NEFF,
Assistant Director of Sales.

BROADCASTING will help you do a good job better in the national field. Our circulation includes all advertising agencies placing radio accounts and the advertising executives of 356 national accounts using radio. Write for rates and details.

The big buyers of advertising space appreciate BROADCASTING because it keeps them informed. Here's what a few agency men have to say:

"It seems to me that there is no better way to keep abreast of a broadcasting situation than to follow the valued contents of your magazine.

"In a word, I find no other periodical that could be satisfactorily substituted for BROADCASTING. I feel this opinion is due you."

ERWIN, WASEY & COMPANY, INC.
CHARLES F. GANNON, *Director of Radio.*

"We have recently organized a Radio Department, and feel that we cannot be without your thoroughly alive publication."

BYRUM-SHAW ADVERTISING AGENCY, INC.
R. H. BYRUM.

"You fellows are doing wonderful work in getting up a real trade paper on radio advertising."

N. W. AYER AND SON,
DOUGLAS COULTER, *Vice-President.*

XUM

NO RADIO ADVERTISING CAMPAIGN IS COMPLETE

without including the facilities of Station WPG, the Radio Voice of the World's Playground, which reaches a lucrative market at less cost per person than any other medium.

THERE ARE TWO TYPES OF FIGURES BOTH INTERESTING

(EXAMPLE A)

(EXAMPLE B)

To a power of 5,000 Watts, (with 100% modulation), add one (1) Cleared National Channel. Combine with this the fact that no other broadcast transmitter is located within a 60-mile radius.

As a further item, add the nation-wide popularity of station and variety of programs offered.

Multiply the result by sixteen (16), which represents the number of hours station is on the air daily.

Add to this total, the value of an ideal transmitter location.

When this result has been obtained, combine with it the following Market Data:

Primary Coverage		Secondary Coverage
256,193	Population	10,086,918
62,486	Families	2,460,223
28,539	Radio Sets	1,094,947
88,470	Radio Listeners	3,394,336
25,461	Residence Telephones	975,329
49,413	Passenger Automobiles	1,416,974
$127,875,000	Bank Deposits	5,841,079,000

RESULT: There is but one answer to the foregoing problem. For the MAXIMUM results, at the MINIMUM cost, select a broadcast medium that is quick to respond—an ideal proving ground—Station WPG.

WPG Broadcasting Corporation

Operated by the COLUMBIA BROADCASTING SYSTEM
STUDIOS LOCATED IN THE WORLD'S LARGEST AUDITORIUM DIRECTLY ON THE FAMOUS BOARDWALK, ATLANTIC CITY

FEDERAL RADIO COMMISSION
APPROVAL NO. 1452

What Price Performance in a Frequency Monitor?

$550 is the price of frequency monitor performance that has the specific guarantee of the manufacturer and has met the crucial test of actual station service. General Radio frequency monitors have been delivered to stations in all parts of the country since last December, and already more than 75 of them are installed.

Besides, the General Radio monitor has the open, direct-reading scale (shown ¾ size above) that indicates both the direction and the magnitude of a frequency change in the transmitter. It can be read without going near to make adjustments of any kind, an important feature in case trouble occurs when only one operator is on duty. The General Radio frequency monitor can be operated continuously.

■

Concerning Delivery—Order Now

This delivery question becomes increasingly important as June 21, deadline for General Order No. 116, approaches. General Radio is still maintaining its 4-week delivery schedule, but we urge that you order as soon as possible, especially if you wish to establish credit references and take advantage of our time payment plan.

This isn't the last call, but then, why take a chance by further delay? Order today by telegraph collect for 4-week delivery.

GENERAL RADIO CO.

CAMBRIDGE A, MASSACHUSETTS

Numerous Stations Still Off Channels

50-Cycle Deviation Exceeded By Half Checked in March

ALTHOUGH the 50-cycle deviation order became effective June 22, almost half of the stations checked by the Radio Division of the Department of Commerce in March deviated more than 50 cycles from their assigned frequencies. While the number that came within the order was greater than for the previous month, the percentage in proportion to the total measured was less.

Out of 519 stations checked, 274 deviated less than 50 cycles, 80 less than 100 cycles, 79 under 200 cycles, whereas 86 went beyond the 200-cycle mark.

Those which deviated less than 50 cycles follow:

KCRC, KDB, KDKA, KELW, KFAB, KGO, KGW, KHJ, KHQ, KICK, KFAC, KFBI, KFBK, KFDM, KFDY, KFEQ, KFI, KFJB, KFJI, KFJR, KFKU, KFKX-KYW, KFOR, KFPM, KFPY, KFRC, KFSD, KFUO, KFVD, KFWB, KFWI, KFXF, KFXJ, KFYR, KGBX, KGCR, KGDM, KGDY, KGER, KGEW, KGFF, KGHL, KGIW, KGIZ, KGKO, KGKX, KGKY, KTM, KTRH, KTSA, KUOA, KVI, KVOO, KVOR, KWCR, KWG, KIT, KJBS, KJR, KLPM, KLRA, KLX, KLZ, KMA, KMJ, KMO, KMOX, KMTR, KNX, KOA, KOAC, KOIL, KOIN, KOL, KOMO, KPO, KPOF, KFPC, KQW, KRE, KRKD, KRLD, KROW, KRSC, KSAC, KSD, KSL, KSO, KSOO, KSTP, KTAB, KTAR, KTAT, KTBR, KTHS, WCKY, WCLO, WCRW, WCSH, WDAE, WDAF, WDAY, WDBJ, WDGY, KWJJ, KWK, KWLC, KXL, KXRO, KYA, WAAF, WAAT, WAAW, WABC-WBOQ, WALR, WAWZ, WBAA, WBAL, WBAP, WBBC, WBBL, WBBM-WJBT, WBBR, WBEN, WBEO, WBIG, WBMS, WBRE, WBSO, WBT, WBZ-WBZA, WCAC, WCAH, WCAO, WCAX, WCAZ, WCBA, WCBD, WCBS, WCCO, WCFL, WCHI, WIP-WFAN, WISN, WJAC, WJAK, WJAR, WJAX, WJBC, WEAF, WEAI, WEAN, WEBQ, WEBR, WEDC, WEEI, WENR, WEVD, WEW, WFAA, WFBL, WFDF, WFEA, WFI, WGAL, WGBI, WGCM, WGES, WGH, WGN-WLIB, WGR, WGY, WHAM, WHAS, WHAZ, WHB, WHBQ, WHDH, WHEC, WHFC, WHK, WHN, WHO, WHP, WIBO, WIBW, WILL, WILM, WINS, WOW, WOWO, WPAD, WPAP-WQAO, WPCC, WPCH, WPEN, WJBL, WJBW, WJDX, WJSV, WJZ, WKAR, WKAV, WKBF, WKBH, WKBI, WKBN, WKBW, WKJC, WKRC, WKY, WLBC, WLBF, WLBZ, WLEY, WLIT, WLS, WLTH, WLVA, WLW, WMAQ, WMBI, WMBQ, WMBR, WMMN, WMT, WNAC-WBIS, WNAX, WNBF, WNBH, WNYC, WOAI, WOAX, WOBU, WOC, WODA, WOKO, WOL, WOMT, WORC-WEPS, WPG, WPRO-WPAW, WPTF, WQAN, WRAX, WRC, WRDO, WRDW, WREN, WRHM, WRJN, WRUF, WRVA, WSAN, WSAR, WSAZ, WSB, WSEN, WSJS, WSM, WSMB, WSPD, WSUI, WSYB, WTAG, WTAM, WTAR-WPOR, WTAX, WTMJ, WWAE, WWJ, WWRL, WWVA, WXYZ.

Washington Visitors*

Frank W. Wozencraft, RCA, New York
Wilbur M. Havens and W. H. Wood, WMBG, Richmond, Va.
Percy H. Helm, Carl E. Goiens and Ray Eastman, Sturgis, S. D.
W. G. H. Finch, WINS, New York
E. D. Hibbs and H. N. Locker, WTEL, Philadelphia
E. K. Cohan, CBS, New York.
James M. Skinner, Philco, Philadelphia
Walter J. Damm, WTMJ, Milwaukee
Henry A. Hickman, WDEL and WILM, Wilmington, Del.
Scott Howe Bowen, New York
Donald Flamm and George Bricker, WMCA, New York
Charles Gannon and S. D. Fuson, Erwin, Wasey & Co., New York
William S. Hedges, WMAQ, Chicago
Henry A. Bellows, WCCO, Minneapolis
L. A. & C. W. Benson, WIL, St. Louis
Dr. Emil Hartmann, KFWF, St. Louis
I. R. Baker & Harry Sadenwater, RCA-Victor, New York
Loyd Briggs, RCA, New York
George F. Bissell, John Thomas and Frank W. Bruce, WHDL, Tupper Lake, N. Y.
I. R. Plotner, KARK, Little Rock, Ark.
H. K. Bergman, WCAD, Canton, N. Y.
Alex Ashen, KMJ, Fresno, Cal.
Ed. L. Bill, WMBD, Peoria, Ill.
Harry Shaw, WMT, Waterloo, Ia.
Rev. James A. Wagner, WHBY, Green Bay, Wis.
Rev. C. A. Musselman, WCBA-WSAN, Allentown, Pa.
Ralph Atlass, WJKS, Gary, Ind.
Wyatt Aiken, WIS, Columbia, S. C.
C. R. Cummins, WRAK, Williamsport, Pa.
J. Leslie Fox, KFH, Wichita, Kan.
L. E. Whittemore, A. T. & T., New York
Frank Page, I. T. & T., New York
J. C. Hennessey, Jr., NBC, New York

**A register of visitors at the offices of the Federal Radio Commission, the National Association of Broadcasters and* BROADCASTING, *April 14-29.*

FULL TIME operation on 1320 kc. was granted to KID, Idaho Falls, Idaho, by the Radio Commission on April 19, filling the vacancy created on that frequency by the assignment of KTFI, Twin Falls, Idaho, to full time on 1240 kc. several weeks ago. Heretofore the stations operated simultaneously during the day, but shared time at night. The new grants increase the quota of the state from .09 under quota to .11 over quota. At the same time the Commission authorized KGKX, Sandpoint, Idaho, to discontinue operation until July 1 pending action on its application to install new equipment and to move to Lewiston, Idaho.

RCA

FREQUENCY MEASURING SERVICE

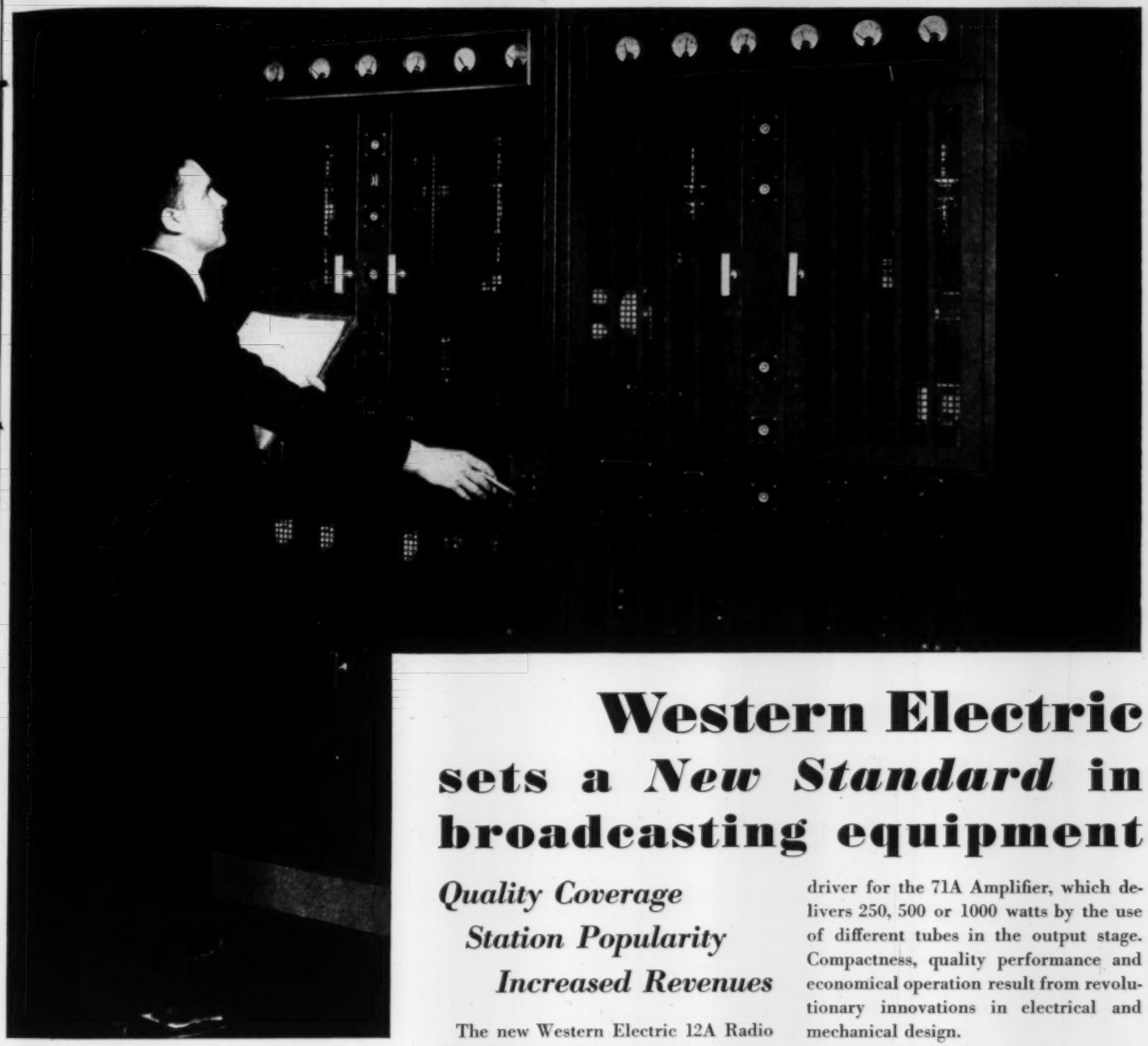
Accurate measurements of your station frequency when you need them most.

Do you comply with General Order 116?

JUNE 22 WILL SOON BE HERE.

R. C. A. COMMUNICATIONS, INC.
A RADIO CORPORATION OF AMERICA SUBSIDIARY

66 BROAD STREET NEW YORK, N. Y.



New Western Electric No. 12A Radio Transmitter at left, and No. 71A Amplifier at right.

Western Electric sets a *New Standard* in broadcasting equipment

Quality Coverage
Station Popularity
Increased Revenues

The new Western Electric 12A Radio Transmitter and 71A Amplifier are acknowledged the finest and most recent developments in the broadcasting art.

100% grid bias modulation—complete absence of rotating machinery—all tubes radiation cooled—are outstanding features. Unusual frequency stability and fidelity of transmission are inherent qualities.

The 12A Transmitter is rated at 100 watts. For higher power it is used as the driver for the 71A Amplifier, which delivers 250, 500 or 1000 watts by the use of different tubes in the output stage. Compactness, quality performance and economical operation result from revolutionary innovations in electrical and mechanical design.

Complete 100 watt transmitting equipment occupies only 25″ x 36″ floor space. Amplifier, giving increased power up to 1000 watts, requires additional space of like area. An efficient all AC operated, single rack Speech Input Equipment—with the new Western Electric moving coil microphone—has been designed for use with these new transmitting equipments. Fill out and mail the coupon today for complete information.

For 1000 watt operation, two of these Western Electric No. 279A tubes are used in the output stage. The 279A is the largest radiation cooled tube on the market.

B 5-32

GRAYBAR ELECTRIC CO.
Graybar Building, New York, N. Y.

Gentlemen: Please send me full information on the Western Electric No. 12A Radio Transmitter and No. 71A Amplifier.

NAME .....

ADDRESS .....

CITY ..... STATE .....

Western Electric

RADIO TELEPHONE BROADCASTING EQUIPMENT

Distributed by GRAYBAR *Electric Company*

Improved Radio A. A. A. Goal

(Continued from page 13)

certain Saturday afternoon, there was no program whatever on the air between 1 and 3:30 p.m. Only a choice of two British programs is available in the country even though there are 17 stations. He said that in England an announcement was made that only half of the orchestra of the network would be heard for a few weeks because the other half would take its vacation and that when that half returned the others would take a similar leave.

After Rep. Davis had concluded his address and had been subjected to cross-fire from the floor, Senator Dill voiced his confidence in the ability of the industry to solve its own problems and thereby avoid government supervision or operation.

"Where the government runs radio," he declared, "there is a lack of freedom of development, a lack of initiative. You here who are continually trying out something new have made it possible for the listener to hear every type of program. Radio's aim should be to present advertising so as to make the listener pleased to engender a feeling of good will so that he will remember the advertiser rather than the method of presentation.

"The radio situation calls for the finest ingenuity. Advertisers must leave the old ruts, and consider the public, but brains will win in this situation as it has in others."

Rep. Davis carried the fight to his audience in his address. He said that he has received thousands of letters from listeners complaining of excessive advertising and that Congress is being forced to step in and take hold.

Davis Charge Challenged

FROM THE floor the Congressman was asked whether it was not a well-established fact that the "objector" is more articulate than the "favorer." The remark was made that only a minority writes to register complaints and that in the radio case this objecting element does not sense the feeling of the public.

"In the light of considerable study," said Rep. Davis, "I am convinced that there is considerable dissatisfaction with the amount of sales talk on the radio. If this situation is constantly aggravated, dissatisfaction will achieve a momentum that will result in a change in the present system.

"Radio is not maintained to sell goods. The only justification advertising has to the commercial use of radio is the use of it in such a way that it may be maintained for the purpose of rendering a larger public service. The public won't stand for any other use of radio.

"There is more advertising talk today than ever. Much of this advertising is over-done; it has the opposite effect than that sought by the advertiser. It loses good will instead of creating it. That sort of advertising is doing the advertiser more harm than good. Better results will be obtained by a moderate amount of advertising than by the amount given now.

Cites Reform Need

"A PROPER curb of advertising is not only in the interests of radio and the public but even in the interests of advertisers themselves. The obligation rests on Congress to see that radio is held on a high and unobjectionable plane. There is considerable room for reform in radio today. If the present situation continues, there will be a change.

"I do not believe it is possible for the industry to regulate itself. Even if a majority in the industry were aware of the situation, and were disposed to prevent it, there would always be a considerable element which would persist in over-advertising. The industry will have to be regulated by Congress itself, a step which will help all parties concerned."

It was in reply to Charles Gannon, of Erwin, Wasey & Co., New York, that Rep. Davis advocated legislation by Congress which would limit commercial credit to the name of the sponsor with perhaps the addition of a slogan. He indicated, however, that this was a moot question and one that necessarily would receive careful Congressional consideration.

Asked by Mr. Dawson regarding the effect on radio advertising of such a policy, Rep. Davis said he was sure that advertisers would continue use of the medium to the same degree as at present.

"There is entirely too much stress in elementary description in commercial credit," he said. "If the product is a tooth paste, we do not want to hear how it is used. If it is a car, what is wanted is the name of the car."

Reiterating the view that there is excessive advertising, Rep. Davis said the industry must correct this situation "before it reaches the point that the public will want to use the guillotine instead of the pruning knife." Instead of "killing the goose" he proposed improvement of the American system by Congressional regulation.

Public Held Best Judge

SPEAKING for the committee, Mr. Dawson said the public itself is capable of regulating the tone of programs without governmental interference. One of the programs staged by his own agency, he said, was very definitely regulated by the public. Unpopular advertising treatments were quickly dropped when the public reacted against them, and more popular announcements substituted, with the result that the program now is the most successful the agency has devised.

Only 22 per cent of the programs of CBS are commercial, Mr. Dawson continued. "Less than 3 per cent of the time on the air is devoted to commercial announcements. Is this too long? Nobody knows—but we, the advertisers, want to know, for on the public acceptance of our programs depends the prosperity of our clients."

At the opening session April 14, merchandising and distribution problems were discussed. At the morning session on April 15, Raymond Rubicam, president of Young & Rubicam, Inc., New York, discussed modern trends in advertising. He said that while no one can foretell future events accurately, present trends indicate the use of more entertainment in advertising copy, probably as a result of the influence of radio advertising. The period of economic stress, he declared, undoubtedly has been responsible for the leaning toward an economy appeal so often noticeable.

New License Fees

(Continued from page 10)

may require a bond to the Treasurer of the United States of the person to whom said fees are paid in such amount as the commission may deem necessary. The commission shall require that all money received as fees shall be paid to the Treasurer of the United States the first day of each calendar month, and said amounts shall be credited to miscellaneous receipts in the Treasury of the United States.

Estimated Tax Return

THE AMOUNT of revenue each of the different fees would return to the government, as estimated by the Commission and reported to the Senate by Senator Dill, follows:

1.	400 applications, at $60	$ 24,000
2.	250 applications, at $15	3,750
3.	300 applications, at $10	3,000
4.	22,000 applications, at $2	44,000
5.	400 applications, at $15	6,000
6.	250 applications, at $5	1,250
7.	4,750 applications, at $15	71,250
8.	300 applications, at $5	1,500
9.	100 assignment of licenses, at $60	6,000
10.	100 assignment of licenses, at $15	1,500
11.	300 modification of licenses, at $10	3,000
12.	350 stations, at $10	3,500
13.	2,500 licenses, at $25	62,500
14.	400 licenses, at $75	30,000
15.	50 stations, at $50	2,500
16.	500 licenses, at $30	15,000
17.	250 licenses, at $15	3,750
18.	Broadcasting, station fees—estimated	275,000
19.	100 stations, at $60	6,000
20.	25 stations, at $30	750
21.	5,000 examinations per year, at $3	15,000
22.	5,000 examinations per year, at $1	5,000
23.	12,000 amateur operators' licenses per year, at $1	12,000
24.	6,000 commercial operators' license per year, at $2	12,000
25.	(*a*) 1,300 inspections per year for license, at $5	6,500
	(*b*) 12,000 sailing inspections per year, at $2.50	30,000
26.	(*a*) 850 station inspections, at $15	12,750
	(*b*) 500 station inspections, at $5	2,500
27.	1,000 voluntary inspections, at $10	10,000
28.	100 intervenors' petitions, at $5	500
29.	100 defaults, at $5	500
		$670,500

Tests Extended

EXTENSION, for the duration of their existing licenses, of matched crystal tests being conducted by five stations on 1430 kc. was authorized April 19 by the Radio Commission. Present authorizations for the simultaneous operation, which permits the stations to operate full time, expire May 1. The stations are WCAH, Columbus, O., WHP, Harrisburg, Pa., and WFEA, Manchester, assigned to 1430 kc., and WHEC-WABO Rochester and WOKO, Albany, N. Y., regularly assigned to 1440 k.

KTFI, Twin Falls, Ida., has been authorized by the Radio Commission to increase its night power from 250 to 500 watts.

AT THE TOP OF THE DIAL
WNAX
570 KC
THE HOUSE OF GURNEY INC.
YANKTON SOUTH DAKOTA

SPRING RAINS AND SUNSHINE

Combined with heavy winter snows have improved the morale of the people of the

Middle Northwest

Like the drouth of 1931, the depression is broken. People are buying and whether it is washing machines, or refrigerators; baby chicks or cattle; cosmetics or automobiles;

You

have a wonderful opportunity to cash in—

Reach This Market

in

North Dakota, Minnesota, South Dakota and Nebraska through

WNAX

Yankton So. Dakota

One-fifth actual size

THE R.T.I.C. RIBBON MICROPHONE

Simplicity: Pickup element is a duralumin ribbon functioning in a strong permanent magnetic field. Unit construction; microphone and two stage amplifier in single case. Battery or A.C. operation.

Fidelity: Perfectly flat curve from 80 cycles to 8,000 cycles.

Non-Microphonic: Specially designed spring mounting.

Adaptability: Connects to input without circuit change.

Write for technical data on this and other microphones.

RADIO TELEVISION INDUSTRIES CORP.
Dept. B-2
130 West 42nd St. New York City

Approved

By

Federal Radio Commission

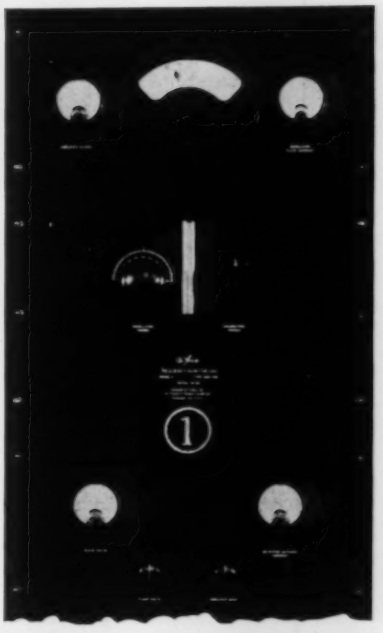
Approval Number 1451

Official approval has been announced by the Federal Radio Commission of the DeForest Model A Frequency Monitor as tested by the Bureau of Standards, Washington.

This is in conformity with requirements of General Orders 116 and 119.

Compare the DeForest Monitor Unit with those of other makes in every detail.

1.	Complete Automatic	Direct, constant reading, frequency meter. No buttons to press. Deviation as well as direction of deviation indicated constantly.
2.	Full Sized	Mounted on standard speech rack. Ample space for circuit lay out. Ample space for shielding. Ample space for constant temperature oven to house crystal. Large meter visible from all angles.
3.	Precision	Guaranteed accuracy in full conformity with General Orders 116 and 119.
4.	Fully A. C. Operated	Uses no batteries of any kind.
5.	Eye Value	Generous proportions, beautiful crackle finish with engraved name plate, meter and control designations very impressive in appearance.
6.	Low Cost of Upkeep	Low current consumption. Full complement of tubes costs less than $10.00 at present list prices.
7.	Cost	$950.00 complete with 100% spare supply of tubes.



Upper portion of DeForest Frequency Monitor unit, showing special frequency indicating meter.

Technical data covering the DeForest line of Frequency Monitor and Frequency Control Units as designed by Radio Research Company, Inc., of Washington, D. C., is available to broadcasters and engineers writing on their firm letterheads. Also, the DeForest engineering staff is ready to cooperate on transmitting, frequency control and station synchronization problems.

Place your order now to be on time as required by General Orders 116 and 119

■

de Forest
(AUDIONS)
RECEIVING AND TRANSMITTING TUBES

DeForest Radio Company

Passaic, New Jersey

ACTIONS OF THE
FEDERAL RADIO COMMISSION
APRIL 15 to APRIL 29 INCLUSIVE

Applications . . .

APRIL 15

WFAB, New York—Voluntary assignment of license to Fifth Avenue Broadcasting Corp.

NEW, Anderson, S. C.—Daily Independent & Mail for CP amended as to equipment and to omit request for facilities of WFBC, Knoxville, Tenn.

NEW, DeQueen, Ark.—C. E. Grifford, City Bakery, and W. B. Turner for CP to use 950 kc., 15 w., unlimited.

WIOD-WMBF, Miami, Fla.—Direct measurement of antenna input.

KGBX, St. Joseph, Mo.—CP amended to show exact proposed location of transmitter at 1008 McGee St., Beacon Hill addition, near Springfield, Mo.

KSO, Clarinda, Ia.—CP amended to request to move transmitter to New Hope Township, Ia., instead of Creston, Ia.; proposed studio location, Creston.

KMMJ, Clay Center, Neb.—Install automatic frequency controll.

NEW, Goodland, Kans.—CP to use 1500 kc., 100 w., share with KGKY, at Scottsbluff, Neb.

KEPY, Spokane, Wash.—Modification of license to change frequency from 1340 kc. to 1260 kc.

NEW, Antonito, Colo.—Gustav A. Jenkins for CP to use 1200 kc., 100 w., share with KGEK, Yuma, Colo. and KGEW, Ft. Morgan, Colo.

Application returned: NEW, Prophetstown, Ill.—Walter A. Sommers for CP on 1070 kc.

APRIL 16

WLBZ, Bangor, Me.—License to cover CP granted 1-5-32 for changes in equipment.

WIS, Columbia, S. C.—License to cover CP granted 2-9-32 for changes in equipment.

WEBC, Superior, Wis.—Install automatic frequency control for auxiliary transmitter.

WFBM, Indianapolis—Modification of license to change from specified hours of operation to continuous—unlimited—hours of operation; D. power to be reduced to 500 w., night power 1 kw.; now has 1 kw. day and night.

KVOA, Tucson, Ariz.—Modification of license to change specified hours of operation; change would involve Sunday operation only.

KGGF, Coffeyville, Kans.—Modification of license to increase power from 500 w. to 500 w. night, 1 kw. LS. (Correction.)

Application returned: KFBI, Wichita, Kans.—CP to increase power to 10 kw.

NEW, Los Angeles—Ray-O-Vision Corp. of America, Ltd., for CP for 2800 kc., 500 w.; experimental visual broadcasting.

APRIL 19

WEVD, New York—License to cover CP granted 12-4-31 to move transmitter and install new transmitting equipment.

WBGF, Glen Falls, N. Y.—Voluntary assignment of license to John T. Calkins.

WEAO, Columbus, O.—CP to install new transmitter.

WKZO, Kalamazoo, Mich.—Modification of license to change from 1 kw. D., to 250 w., 1 kw. LS, unlimited time on 590 kc.

WCCO, Minneapolis—Modification of CP for 50 kw., requesting extension of completion date to 8-31-32.

KGEZ, Kalispell, Mont.—Install automatic frequency control; also CP to move station locally.

Application returned: NEW, W. Frank Robertson, Mexia, Tex.—CP on 1500 kc.

W2XE, Long Island, N. Y.—Renewal of license for 6120 kc., 5 kw.; experimental relay broadcasting service.

W2XAB, New York—Renewal of license for 2750-2850 kc., 500 w.; experimental visual broadcasting service.

APRIL 20

WBEN, Buffalo, N. Y.—CP to install new transmitter and change from 1 kw. to 1 kw.-1½ kw. LS.

WEAN, Providence, R. I.—Modification of license to increase power from 250 w.-500 w. LS, to 500 w. day and night experimentally; resubmitted without amendment.

WNBH, New Bedford, Mass.—CP to make changes in equipment and increase power from 100 w. to 100 w., 250 w. LS.

NEW, Springfield, Mass.—Albert S. Moffat for CP to use 1420 kc., 100 w., unlimited time.

KGKY, Sandpoint, Idaho—CP to move station to Lewiston, Idaho, and make changes in equipment.

KGVO, Missoula, Mont.—Modification of license to change from 1420 kc., 100 w. D., to 1200 kc., 100 w., unlimited time.

KSEI, Pocatello, Idaho—Modification of CP granted 3-8-32; request change from 900 kc., 250 w.-500 w. LS to 890 kc., 500 w., day and night.

Application returned: NEW, G. D. Griffin, Oklahoma City, Okla.—CP on 1200 kc.

NEW, Chicago—Sonora Manufacturing Co. for CP for visual broadcasting service; 43000-46000, 48500-50300, 60000-80000 kc., 5 kw.

APRIL 22

WQAO-WPAP, New York—Install automatic frequency control.

WHN, New York—Install automatic frequency control.

KQV, Pittsburgh—Install automatic frequency control.

WGAR, Cleveland—Install automatic frequency control.

WCOD, Harrisburg—Install automatic frequency control.

WBT, Charlotte, N. C.—Modification of CP for 25 kw.; extend completion date to 8-16-32.

WSBT, South Bend, Ind.—Modification of license for change from specified hours (day only) to continuous D. operation to 5:30 p.m.

NEW, Lamar, Colo.—The Southwest Broadcasting Co. for CP to use 1420 kc., 100 w., share with KGIW, Trinidad, Colo.

KOA, Denver—Modification of CP for 50 kw.; extend completion date to 11-17-32.

APRIL 23

WKAQ, San Juan, Porto Rico—CP to install new transmitter and change from 890 kc., 250 w., to 950 kc., 1 kw.

WCAU, Philadelphia—Modification of CP to move auxiliary transmitter; extend completion date to 9-17-32.

WJBY, Gadsden, Ala.—CP to move transmitter locally and make changes in equipment.

WTOC, Savannah, Ga.—License to cover CP granted 2-5-32 for changes in equipment.

WCSC, Charleston, S. C.—CP to install new transmitter.

APRIL 26

WMSG, New York—CP to move transmitter locally.

WWRL, Woodside, N. Y.—Install automatic frequency control.

WDEL, Wilmington, Del.—Modification of license to increase power from 250 w., 500 w. LS, to 500 w. day and night—on experimental basis.

NEW, Upper Tyrone Township, Pa.—Myrle K. Berger for CP resubmitted, amended to request 1420 kc., specified hours, instead of 650 kc. D.

NEW, Jeannette, Pa.—John J. Schnupp, Jr., for CP to use 1120 kc., 100 w., 9 a.m. to 6 p.m.

NEW, Greenville, S. C.—Liberty Broadcasting Company for CP to use 1240 kc., 1 kw., unlimited time.

WBHS, Huntsville, Ala.—License to cover CP for a new station on 1200 kc., granted 5-15-31.

WDGY, Minneapolis, Minn.—Install automatic frequency control.

KDB, Santa Barbara, Cal.—Install automatic frequency control.

NEW, LaGrande, Ore.—J. B. McLaughlin for CP to use 1200 kc., 50 w., specified hours.

APRIL 28

WLEY, Lexington, Mass.—Install automatic frequency control.

WADC, Talmadge, O.—Install automatic frequency control.

KFYO, Lubbock, Tex.—License to cover CP granted 2-23-32, to move station from Abilene, Tex., and change frequency to 1310 kc.

WSMB, New Orleans—License to cover CP granted 1-29-32 to move transmitter locally.

WDBO, Orlando, Fla.—Modification of license to change from 1120 kc., 250 w., to 580 kc., 500 w.—additional power experimental.

WAPI, Birmingham—Voluntary assignment of CP for 25 kw. to WAPI Broadcasting Co.

WIAS, Ottumwa, Ia.—Modification of license to change specified hours of operation.

KFGQ, Boone, Ia.—Modification of license to change specified hours of operation.

NEW, Belle Fourche, S. D.—Henderson Bros. Electric Co. for CP to use 1200 kc., 100 w., 6 hours daily.

KPO, San Francisco—Modify CP for 50 kw.; extend completion date to 11-17-32.

KSL, Salt Lake City—Modify CP for 50 kw.; requests approval of proposed equipment and transmitter site.

KGB, San Diego, Cal.—Install automatic frequency control.

KHJ, Los Angeles—Install automatic frequency control.

KFRC, San Francisco—Install automatic frequency control.

NEW, Roseville, Cal.—Richmond J. Morrow & Ronald F. Brill for CP amended to request specified hours on 1420 kc. instead of 11 hours daily.

KXL, Portland, Ore.—CP to install auxiliary transmitter.

Applications returned to the applicant: WIOD-WMBF, Miami, Fla.—Direct measurement of antenna input; WMSG, New York—Move transmitter locally.

GLOSSARY

CP—Construction permit.	KC—Kilocycles.
LP—Limited power.	KW—Kilowatts.
LS—Power until local sunset.	D—Daytime.
LT—Limited time.	W—Watts.

Ex. Rep.—Examiner's Report.
G.O.—General Order.

Decisions . . .

APRIL 15

WHAT, Philadelphia—Granted CP to move transmitter from Ledger Bldg. to Hotel Pennsylvania in Philadelphia, and install new equipment.

KICA, Clovis, N. M.—Granted modification of CP to move transmitter and studio from Main and Second streets to Elks Club, Clovis, and extend completion date to 70 days from April 15.

KTFI, Twin Falls, Idaho—Granted modification of license to increase night power from 250 to 500 w.

WSPA, Spartanburg, S. C.—Granted authority to install automatic frequency control.

WFLA-WSUN, Clearwater, Fla.—Granted permission to operate new transmitter at Bayview on program test 250 w. night, 500 w. day and 1000 w. midnight to 6 a.m.

WFBC, Knoxville, Tenn.—Granted permission to move station from Knoxville to Greenville, S. C., install new equipment and increase power from 50 to 100 w.

KFAC, Los Angeles—Granted renewal of license, 1300 kc., 1 kw., half time; and special authorization to operate unlimited time. This authorization subject to immediate cancellation upon final determination of the issues in the Court of Appeals in the case of KGEF.

WCMA, Culver, Ind.—Granted renewal of license, 1400 kc., 500 w., hours of operation: Monday, 6 to 6:30 a.m.; 1:15 to 4:15 p.m. and 10:30 p.m. to 12 midnight. Tuesday, Thursday and Friday: 6 to 6:30 a.m.; 1:15 to 4:15 p.m.; 11 p.m. to 12 midnight. Wednesday, 6 to 6:30 a.m; 1:15 to 3:45 p.m.; 10:30 p.m. to 12 midnight. Saturday, 6 to 6:30 a.m.; 1:15 to 4:15 p.m.; 9 to 11 p.m. Sunday, 6 to 9:30 a.m.; 11 p.m. to 12 midnight.

WBAA, W. Lafayette, Ind.—Granted renewal of license, 1400 kc., 500 w., hours of operation: Monday and Friday, 7 to 8 p.m.

WKBF, Indianapolis—Granted renewal of license, 1400 kc., 500 w., hours of operation: Monday, 6:30 a.m. to 1:15 p.m.; 4:15 to 7 p.m. and 8 to 10:30. Tuesday and Thursday, 6:30 a.m. to 1:15 p.m.; 4:15 p.m. to 11 p.m. Wednesday, 6:30 a.m. to 1:15 p.m.; 3:45 p.m. to 10:30 p.m. Friday, 6:30 a.m. to 1:15 p.m.; 4:15 p.m. to 7 p.m. and 8 to 11 p.m. Saturday, 6:30 a.m. to 1:15 p.m.; 4:15 p.m. to 9 p.m.; 11 p.m. to 12 midnight. Sunday, 9:30 a.m. to 11 p. m.

WCAE, Pittsburgh—Granted renewal of license for auxiliary transmitter to operate on 1220 kc., 100 w., unlimited time.

Set for hearing: NEW, Sun-Gazette Co., Williamsport, Pa.—CP to operate on 1370 kc. with 100 w., half time, set for hearing because of protest filed by Clarence R. Cummins, station WRAK; NEW, Peter Goelet, Chester Township, N. Y.—Requests CP for new station to operate on 1210 kc., 50 w., specified hours; WIBG, Elkins Park, Pa.—Requests modification of license to increase operating power from 25 to 100 w. and change frequency from 930 to 970 kc.

Applications dismissed for want of prosecution: NEW, Don Lee, San Francisco; KFRC, San Francisco; KHJ, San Francisco; WDGY, Minneapolis; WQDA, Boston; NEW, Waltham Watch Co., Waltham, Mass.

Applications dismissed at request of applicants: WGBB, Freeport, N. Y.—Modification of license, 1210 kc., 100 w., share with WJBI, WCOH; WTBO, Cumberland, Md.—Modification of license, 590 kc., 250 w., unlimited time; WEXL, Royal Oak, Mich.—CP, 1310 kc., 100 w., unlimited time.

NEW, Kansas State College of Agriculture and Applied Science, Manhattan, Kans. (Ex. Rep. 341)—Granted CP for experimental visual broadcasting to use frequency 2100-2200, reversing Examiner Pratt.

WJBC, La Salle, Ill. (Ex. Rep. 342)—Denied CP for removal of station to Racine, Wis., and to change frequency from 1200 kc. to 1500 kc., sustaining Examiner Hyde.

WRJN, Racine, Wis. (Ex. Rep. 342)—Denied CP for increase of day power from 100 to 250 w., sustaining Examiner Hyde.

WJBC, La Salle, Ill. (Ex. Rep. 342)—Granted renewal of license on 1200 kc. with 100 w., sharing with WJBL, Decatur, Ill., sustaining Examiner Hyde.

APRIL 19

WFOX, Brooklyn—Granted license covering local move of station; 1400 kc., 500 w., share with WCGU, WLTH and WBBC.

KID, Idaho Falls, Idaho—Granted modification of license to increase hours of operation from simultaneous day with KTFI and sharing at night with KTFI to unlimited.

KGKX, Sandpoint, Idaho—Granted authority to discontinue operation of station to July 1, pending Commission action on application to install new equipment and move station to Lewiston, Idaho.

WABC-WBOQ, New York—Granted extension of special authorization to operate on 800 kc. and 900 kc. experimentally with 50 kw. power.

WCAE, Pittsburgh—Granted authority to make field intensity measurements using 250 w. portable transmitter for determining new site for transmitter.

WSB, Atlanta—Granted extension of period in which to make field measurements for 30 days.

KGGF, So. Coffeyville, Okla.—Granted permission to take depositions in re application of American Broad-

casting Corp., Louisville, Ky., set for hearing May 2, 1932.

WLB-WBMS, Minneapolis—Granted permission to take depositions in re application for renewal of license and modification of license, set for hearing May 5, 1932.

Set for hearing: NEW, Abilene, Tex.—Requests CP for new station, 1340 kc., 100 w., unlimited time; KGFI, Corpus Christi, Tex.—Requests CP to make changes in equipment; KGBX, St. Joseph, Mo.—Requests CP to move studio from St. Joseph to 1000 McGee St., Beacon Hill addition, Springfield, Mo., and move transmitter from St. Joseph to Chamber of Commerce Bldg., Springfield, and change time to unlimited; NEW, Ray-O-Vision Corporation of America, Los Angeles—Requests CP for experimental visual broadcasting service.

Extended temporarily the special authorization, which expires May 1, 1932, to continue matched frequency tests with unlimited time to WCAH, Columbus, O.; WHEC-WABO, Rochester, N. Y.; WOKO, Albany, N. Y.; WHP, Harrisburg, Pa., (divides with WBAK, Harrisburg) and WFEA, Mancester, N. H.

WBAK, Harrisburg, Pa.—Granted renewal license on temporary basis subject to outcome of hearing on application of WHP, Harrisburg, for facilities of WBAK.

WCAH, Columbus, O.—Application for regular renewal license, set for hearing because of application of WBAK for its facilities; granted temporary license.

WHP, Harrisburg, Pa.—Application for regular renewal license, set for hearing to be heard with application of WBAK and WCAH; granted temporary license.

WJAY, Cleveland, O.—Denied motion of Woodman of the World Life Insurance Co., to set aside hearing order and return application for modification of license to change from 610 kc., 500 w., D., to 590 kc., 250 w., 500 LS, unlimited time.

KFXY, Flagstaff, Ariz.—Application for renewal of license granted; Stewart A. Heigold has withdrawn application for part of the facilities of this station.

KGGF, So. Coffeyville, Okla.—Application to move main studio to Coffeyville, Kans., set for hearing because of protest of KFBI, Milford, Kans.

APRIL 22

WJBU, Lewisburg, Pa.—Granted authority to install automatic frequency control.

WHBU, Anderson, Ind.—Granted license covering changes in equipment and removal of studio and transmitter locally; 1210 kc., 100 w., unlimited time.

WLW, Cincinnati—Granted authority to install automatic frequency control.

KPCB, Seattle—Granted authority to install automatic frequency control.

KTM, Los Angeles—Granted authority to install automatic frequency control.

WBBC, Brooklyn—Granted CP to make changes in auxiliary transmitter.

WMBH, Joplin, Mo.—Granted CP to make changes in equipment and move transmitter locally in Joplin.

WHAS, Louisville—Granted modification of CP approving 25 kw. equipment.

WHEF, Kosciusko, Miss.—Granted modification of CP to change type of equipment authorized by CP, and increase D. power from 100 to 250 w.

WBAX, Wilkes-Barre, Pa.—Granted authority to operate from 7:30 p.m. to 12 midnight April 25, provided WJBU remains silent.

KFJB, Marshalltown, Ia.—Granted authority to operate from 3 p.m. to 8 p.m., and from 9 to 10 p.m., CST, May 18.

KOB, State College, N. M.—Granted permission to discontinue broadcasting programs on April 24 in order to move transmitter from State College to Albuquerque and resume broadcasting August 1 or sooner.

KGDA, Mitchell, S. D.—Granted authority to discontinue operating for period of 20 days in order to reconstruct transmitter.

KFAC, Los Angeles.—Granted license covering local move of transmitter and studio and installation of new equipment; 1300 kc., 1 kw., half time.

W2XAP, (Portable) Jersey City, N. J.—Granted renewal of experimental visual broadcasting license, 2000-2100 kc., 250 w., A3 emission.

The following were granted temporary licenses subject to action on pending applications for renewals: WAWZ, Zarephath, N. J.; WCDA, New York; WFAB, New York; WNBR-WGBC, Memphis, Tenn., and KGRS, Amarillo, Tex.

WHOM, Jersey City, and WNJ, Newark—Granted renewal of licenses in conformity with the mandate of the Court of Appeals issued in the case of WNJ, Radio Investment Co., Inc., Newark, N. J.

WJKS, Gary, Ind.—Granted renewal of license in conformity with mandate of the Court of Appeals issued in the case of Nelson Bros. Bond & Mortgage Co. and North Shore Church.

KOCW, Chickasha, Okla.—Granted temporary renewal of license subject to such action as the Commission may take on application filed by J. T. Griffin, Tulsa, Okla., requesting facilities of KOCW.

WFLA-WSUN, Clearwater, Fla.—Granted renewal of license for auxiliary transmitter, 620 kc., 250 w., unlimited time.

WOR, Newark—Granted modified renewal of license for auxiliary transmitter, 710 kc., 500 w., unlimited time.

In the following case the Commission reconsidered its action of April 12, granting application for renewal of license, and directed a renewal of license be issued as set forth below, showing certain specified hours.

KFJR, Portland, Ore.—Granted renewal of license, 1300 kc., 500 w., hours of operation: Monday, Thursday and Saturday: 10:30 a.m. to 2:30 p.m., 5 to 6 and 7 to 8 p.m.; Tuesday, Wednesday and Friday: 10:30 a.m. to 2:30 p.m.; 5 to 6 p.m., 7 p.m. to 12 midnight.

KGGF, So. Coffeyville, Okla.—Granted modified renewal of license, to be issued as of April 18, 1932, authorizing the main studio at So. Coffeyville, Okla.; because license renewal granted on March 25, showed main studio at Coffeyville, Kans.

Set for hearing: KPO, San Francisco—Requests consent to voluntary assignment of CP to the National Broadcasting Co., Inc.; also consent to voluntary assignment of license to NBC; KGDA, Mitchell, S. D.—Requests CP to move station from near Mitchell to Willy Park, Aberdeen, S. D., install new transmitter and change frequency from 1370 to 1420 kc.; KGGF, Coffeyville, Kans.—Requests modification of license to increase operating power, increasing D. power only from 500 w. to 1 kw.

WCOA, Pensacola, Fla.—Application for renewal of license, heretofore designated for hearing, dismissed from docket; application for facilities of this station have been dismissed; regular renewal for WCOA granted.

WMBH, Joplin, Mo.—Application for renewal of license, set for hearing because facilities of station had been applied for, dismissed from hearing docket because application for facilities of this station has been denied.

NEW, James F. Hopkins, Inc., Highland Park, Mich.—CP for new station, 1420 kc., 100 w., 250 w. LS, unlimited, dismissed at request of applicant.

WBAL, Baltimore—Extended to June 1, 1932, temporary license for synchronization with WJZ, New York, on 760 kc., when WTIC, Hartford, Conn., is using channel 1060 kc. Station to file report with Commission by May 16, 1932, regarding results of tests. Present license for synchronization expires May 1.

WTIC, Hartford, Conn.—Extended to June 1, 1932, temporary license to synchronize with WEAF, Bellmore, N. Y., on 660 kc., when WBAL is using channel 1060 kc. Station to file report with Commission by May 16, 1932, regarding synchronization tests. Present license for synchronization expires May 1.

KRMD, Shreveport, La.—Denied request for authority to operate additional hours to their regular schedule in order to broadcast baseball games.

Set for hearing: WKBS, Galesburg, Ill.—To determine if station is being operated in the public interest.

WBGF, Glen Falls, N. Y.—Dismissed from hearing docket because application of Plattsburgh Broadcasting Corp. for its facilities has been withdrawn.

APRIL 26

WEAO, Columbus, O.—Granted CP to install new 1 kw. transmitter.

KFPW, Ft. Smith, Ark.—Granted CP to make changes in equipment; change frequency from 1340 kc. to 1210 kc.; increase power from 50 to 100 w. and change hours of operation from D. to unlimited.

KARK, Little Rock, Ark.—Granted CP to intall new 500 w. equipment and increase day power from 250 to 500 w.

KFGQ, Boone, Ia.—Granted modification of CP to extend completion date from May 8 to June 1, 1932.

KPCB, Seattle—Granted CP for auxiliary transmitter to be used during installation of automatic frequency control equipment.

KFQD, Anchorage, Alaska—Granted CP to make changes in equipment and increase power from 100 to 250 w.

KPJM, Prescott, Ariz.—Granted CP to move station from Prescott Hotel Bldg. to Journal Miner Bldg. in Prescott.

WMBC, Detroit—Granted modification of CP to make changes in equipment.

KVOO, Tulsa, Okla.—Granted modification of CP approving new equipment and transmitter location at basement of Wright Bldg., Tulsa.

WCAE, Pittsburgh—Granted authority for direct measurement of antenna input.

WLBZ, Bangor, Me.—Granted license covering changes in equipment, 620 kc., 500 w., experimental basis, unlimited time.

WEVD, New York—Granted license covering move of transmitter and installation of new equipment; 1300 kc., 500 w., shares with WBBR, WFAB and WHAZ.

WIS, Columbia, S. C.—Granted license covering installation of new equipment, 1010 kc., 500 w. night, 1 kw. LS.

KOA, Denver—Granted permission to extend special authorization to make field intensity survey in metropolitan area of Denver from April 30 to May 31, 1932.

WAIU, Columbus, O.—Granted license, 640 kc., 500 w., limited time; share with KFI.

The following stations were granted authority to install automatic frequency control: WSAJ, Grove City, Pa.; WHAS, Pittsburgh; KMMJ, Clay Center, Neb., and WEBC, Superior, Wis.

WCAC, Storrs, Conn.—Granted authority to operate from 3:30 to 6 p.m., EST., May 3, May 13, and June 4, 1932, provided WICC remains silent.

W2XAB, New York—Granted renewal of experimental visual broadcasting license, 2750 kc., 2850 kc., 500 w.

KFLX, Galveston, Tex.—Granted authority to change last radio stage from two 250 w. tubes to two 50 w. tubes and employ high level modulation, pending formal action on CP.

KMO, Tacoma, Wash.—Granted authority to continue to operate on 860 kc. until new crystal oscillator is installed and tested and then change to 1330 kc.; Commission to be advised of date of change of frequency.

Set for hearing: WAAT, Jersey City—Requests CP to install new transmitter and increase operating power from 300 to 500 w.; also requests modification of license to increase operating power from 300 to 500 w.; WGAR, Cleveland—Requests modification of license to increase day power from 500 w. to 1 kw.; NEW, The Humphrey Co., Cleveland—Requests CP for special experimental service.

APRIL 29

WCOH, Yonkers, N. Y.—Granted CP to move transmitter and studio from Greenville and Yonkers respectively, to White Plains, N. Y.

KGHI, Billings, Mont.—Granted CP to move studio from outside of Billings to Fifth Ave. and N. Broadway, Billings; change equipment and increase day power from 1 to 2 kw.

KGEZ, Kalispell, Mont.—Granted CP to move transmitter and studio locally in Kalispell; also granted authority to install automatic frequency control.

WCOA, Pensacola, Fla.—Granted modification of CP to move transmitter and studio locally in Pensacola; install 500 w. equipment, extend commencement date to Feb. 1, 1932, and completion date to May 1, 1932.

WRNY, New York, and WEXL, Royal Oak, Mich.—Granted authority to install automatic frequency control.

WNAD, Norman, Okla.—Granted authority to discontinue operation from 9:15 p.m., May 26, to 7:15 p.m., October 4; KGGF to use this time.

KGPH, Oklahoma City, Okla.—Granted license for new transmitter, 2450 kc., 150 w., with authority to operate transmitter with a maximum power of 250 w. for period ending May 31, 1932.

W3XAL, Bound Brook, N. J., and W9XF, Downer's Grove, Ill.—Granted modification of license for additional frequency, 17780 kc.; also renewal of licenses.

W2XE, Long Island, N. Y.—Granted renewal of license, 6120 kc., 5 kw. The frequency specified is subject to change upon 60 days' notice without a hearing to another frequency in same band.

WEVD, New York—Granted renewal of license, 1300 kc., 500 w., shares with WBBR, WFAB and WHAZ as follows: WEVD, 4/10 time; WFAB, 2/7 time; WHAZ, 5/100 time; WBBR, 2/7 time.

KQV, Pittsburgh—Granted renewal of license, 1380 kc., 500 w., hours of operation simultaneous D. with WSMK.

WDAG, Amarillo, Tex.—Granted temporary license subject to result of pending investigation.

WOQ, Kansas City, Mo., and KFH, Wichita, Kans.—Granted renewal of license subject to mandate of the Court of Appeals in stay order.

WTAQ, Eau Claire, Wis.—Granted special authorization pending action on formal application for modification of license to operate simultaneously D. with KSCJ.

KSCJ, Sioux City, Ia.—Granted special authorization pending action on formal application for modification of license to operate simultaneously D. with WTAQ.

WSMK, Dayton, O.—Granted temporary renewal of license and designated application for hearing, subject to action by Commission on renewal of license.

WBMS, Hackensack, N. J.—Granted temporary renewal of license subject to hearing on financial condition, nature of programs, etc.

WKBF, Indianapolis, Ind.—Granted authority to operate special hours provided WCMA remains silent.

WCMA, Culver, Ind.—Granted authority to operate from 10:30 to 11 p.m. on Thursdays, Fridays and Sundays from May 1 to Sept. 24, 1932, inclusive, provided WKBF remains silent.

Set for hearing: WCAM, Camden, N. J., and WHAT, Philadelphia, Pa.—Renewal of license because facilities of stations are requested.

NEW, H. Verne Spencer, Jeanette, Pa.—CP for new station, 1420 kc., 100 w. D.

NEW, Maurice L. Barrett, St. Louis, Ill.—CP for new station, 1310 kc., 100 w., unlimited time. (Facilities of WKBS).

NEW, Harold H. Henseth, Eureka, Cal.—CP for new station, 1210 kc., 100 w. D., and 12 to 2 a.m.

KFPY, Spokane, Wash.—Modification of license to change frequency from 1340 to 1260 kc.

KGEZ, Kalispell, Mont.—CP for new 250 w. transmitter, automatic frequency control; increase power from 100 to 250 w., change frequency from 1310 to 1260 kc. and change time from unlimited to specified hours.

NEW, The Sparke-Withington Co., Jackson, Mich.—CP for special experimental station and television station.

WFBC, Knoxville, Tenn.—Application to move station to Greenville, S. C., set for hearing because of protest of Wilton E. Hall, publisher of the Daily Independent, Anderson, S. C.

Action of examiners' reports:

WMCA, New York City (Ex. Rep. 337)—Granted renewal of license, 570 kc., 500 w., shares with WPCH.

WPCH, New York City—Granted change in frequency from 810 to 570 kc., share with WMCA.

WNYC, New York City—Denied renewal of license on 570 kc.; granted license to operate on 810 kc., D. In its action in these cases the Commission reversed Chief Examiner Yost. Grant made tentatively pending formal decision.

WSYB, Rutland, Vt. (Ex. Rep. 316)—Denied application to change frequency from 1500 kc. to 1340 kc., and unlimited time; granted increase in day power from 100 w. to 250 w., to operate same hours as at present, reversing Examiner Walker.

KFXY, Flagstaff, Ariz. (Ex. Rep. 351)—Granted permission to move station to Yuma, Arizona, to operate on 1420 kc. with 100 w., sustaining Examiner Yost.

Applications dismissed at request of applicants:

WLRA, Little Rock, Ark.—Modification of license, 1430 kc., 500 w., 1 kw. LS, unlimited time.

WLAP, Louisville, Ky.—Special authority, 1010 kc., 250 w., 3/4 time.

Stations WCMA, Culver, Ind.; WKBF, Indianapolis, Ind., and WBAA, West Lafayette, Ind., were granted authority to take depositions in regard to application of J. T. Griffin, Tulsa, Okla., to be heard on May 9, 1932.

Shortwave and Television Corp., Boston, Mass.—Granted temporary license pending outcome of hearing heretofore ordered by the Commission.

WOW, Omaha, Neb.—Overruled demurrer to statement of facts on application for change in frequency from 610 to 590 kc., and change in power from 500 w. D. to 250 w. night, and 500 w. LS, unlimited.

Examiners' Reports . . .

KFXY, Flagstaff, Ariz.—Chief Examiner Yost recommended (Report 351, Docket 1529) that application for CP to move station to Yuma, a distance of 250 miles, be granted because of greater public need.

WMT, Waterloo, Ia.—Examiner Walker recommended (Report 352, Docket 1551) that application for renewal of license be granted in part to authorize operation unlimited time on 600 kc. with 500 w. until local sunset, but with only 250 w. at night.

WJBK, Detroit, and WIBM, Jackson, Mich.—Examiner Pratt recommended (Report 353, Dockets 1454 and 1455) that applications for renewal of licenses be granted with proposed time-sharing agreement as follows: stations to operate simultaneously until local sunset; WJBK to operate during all evening hours daily, except Saturday, from local sunset to 11 p. m. and Saturday from local sunset to midnight or after; WIBM to operate evenings, except Saturday, from 11 p.m. to midnight only.

NEW, First National Television Corp., Kansas City, Mo.—Examiner Hyde recommended (Report 354, Docket 1484) that application for television CP on 2200-2300 kc., 500 w., unlimited time, be denied.

THE JOURNAL of RADIO LAW

APRIL, 1932, ISSUE

TABLE OF CONTENTS

Radio at the Rome Convention— *Dr. Eberhard Neugebauer*

Radio and Rate Regulation— *Shelden D. Elliot*

The Copyright Problems of Broadcasters— *Louis G. Caldwell*

A Suggested Model for a Copyright Act— *Louis G. Caldwell*

DEPARTMENTS EACH ISSUE

Regulations and Decisions of the Federal Radio Commission.
Radio Cases, Radio Legislation in the United States.
Domestic and International Radio Chronicle.
Foreign Radio Discussion and Legislation.
Bibliography, Book Reviews.

THE JOURNAL OF RADIO LAW

Published Quarterly

$5 Per Year U. S. $5.50 Per Year Foreign

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CHICAGO, ILL.

The Other Fellow's Viewpoint...

Claims Priority

To the Editor of BROADCASTING:

In the April 15th issue of BROADCASTING on page 22, we found a news item stating that Station WKJC claimed to be the first 100 watt station to install a pipe organ.

WTAX installed a brand new "Wicks" three manual, pipe organ in the new studio's on the Hotel Abraham Lincoln in 1930.

While we are on the subject of being the first, we would like to make a claim of something else; we claim to be the first 100 watt station to install complete RCA Condenser Microphone.

Permit the writer to make a personal observation regarding your magazine. Of all the broadcasting magazines that come to my desk, I have been able to glean more actually usable material from BROADCASTING than any other magazine.

Very truly yours,
HENRY F. MEYER,
Manager, WTAX,
April 23, 1932. Springfield, Ill.

GENERAL APPIANO has been appointed to succeed the late General Ferrie as chief of the French Military Radio Service. He is not a technician, though he is thoroughly conversant with the administration of military radio. He was director of a radiotelegraph mission to Russia from 1916 to 1918.

Radio Excise Tax Fought During Senate Hearing

IMPOSITION of the proposed 5 per cent excise tax on radio apparatus sales would seriously hinder an industry already suffering from depressed conditions, the Senate Finance Committee was told April 18 by representatives of the industry. Frank D. Scott, legislative counsel for the Radio Manufacturers Association, and Paul B. Klugh, Zenith Radio Corp., Chicago, representing set manufacturers, appeared before the committee to oppose the tax, which was included in the Federal revenue bill as passed by the House.

In the radio industry, as in the automotive and other industries singled out for special excise taxes, the spokesmen said such a levy would decrease the volume of business, increase unemployment and throw the tax directly upon the public in the form of increased prices for merchandise. The tax was described as arbitrary and discriminatory, and a small general sales tax uniform as to all commodities was recommended as a substitute.

Mr. Scott reiterated the arguments he made before the House Ways and Means Committee, which was successful in having the provision eliminated in the measure as reported. It was reinstated, however, on the floor of the House.

Auctioning Jobs

A NOVEL IDEA, readily adaptable to other stations and proved as a sure-fire result-getter, was initiated by C. P. Ritchie, manager of KGHF, Pueblo, Colo., when he staged what he called his "man auction." Going on the air in behalf of local unemployment relief agencies, Ritchie described individual cases of men seeking employment at odd jobs. Their services were offered at a fixed price per hour, but bidders willing to raise the price were asked to telephone in their offers. The idea proved so successful and attracted such a large audience that it was soon taken up by several sponsors. Getting the idea from Mr. Ritchie during a recent visit in Denver, Harry Shaw, owner of WMT, Waterloo, Ia., and president of the NAB, tried it out over his station under auspices of the local American Legion. The first day 16 men were placed in jobs and the second day 30. Shaw reports that his telephone wires were kept buzzing constantly, the audience entering into a spirited bidding for the services of the unemployed men described.

SUSTAINING Examiner Hyde, the Radio Commission has denied WJBC, LaSalle, Ill., authority to move to Racine, Wis., and change its frequency from 1200 to 1500 kc. It also denied the application of WRJN, Racine, for an increase in day power from 100 to 250 watts.

"IT IS A REAL PLEASURE"

WRITES ONE EXECUTIVE

"TO DEAL WITH A RADIO STATION THAT KNOWS WHAT IT'S ALL ABOUT—

and gives the advertiser the kind of cooperation given us. We certainly want to compliment you highly on the excellent merchandising job and complete follow-up that you have done."

This executive's remark is in regard to the excellence of the regular merchandising service afforded the advertiser through KFH. Another executive writes as follows on the same subject:

"Your station is to be complimented on its complete merchandising service. We are now using 38 stations and in no other instance are we receiving such cooperation."

The same excellent merchandising service that has brought outstanding success to many accounts is also available to you. Write us for complete information concerning its functions.

KFH
WICHITA
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Allocation Engineering
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T. A. M. CRAVEN
Consulting Radio Engineer
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Commercial Coverage Surveys
Antenna Installations
Complete Engineering Surveys
National Press Building,
Washington, D. C.

Doolittle & Falknor, Inc.
Radio Engineering and Manufacturing, Commercial Coverage Surveys, Field Intensity Surveys, Directional Antenna Installation, Complete Engineering Surveys.
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Design, manufacture and testing of equipment essential to broadcasting, sound and recording.
98 West Third St. St. Paul, Minn.

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Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 28th and 13th of month preceding issue.

Instruction

The Floyd Gibbons School of Broadcasting, 2000 Fourteenth St., N. W., Washington, D. C., announces a new home study Course in the Technique of Broadcasting, embracing all branches of the subject. Write today for booklet R and full details. No obligation.

Wanted to Buy

Capital interested in purchasing several small broadcasting stations in good localities. Send all details, price, etc., to Box 28, BROADCASTING.

Situations Wanted

Experienced station executive desires position with progressive station in southwest preferably. Now employed. Can furnish excellent references. Wishes to connect with station without chain affiliation if possible. Address Box 26, BROADCASTING.

Young man, 25, well-educated academically and commercially; versatile, desires to enter broadcast business. Can act as salesman; stenographer-secretary; correspondent; executive, but willing to do anything for the opportunity. Box 27, BROADCASTING.

Radio operator, commercial first class, desires connection with broadcast station. Box 25, BROADCASTING.

AWAITING CAPTURE

at Charlotte, North Carolina A CHOICE MARKET FOR

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GASOLINE

CANDY

A MARKET undefended is a market easily captured. Manufacturers and their advertising agents have found that radio has an almost uncanny power to build sales in the commodities listed on the bulletin to the right, yet those products are not radio-advertised in Charlotte.

Buyers are selecting their brand names largely by price or by whim. National advertisers who awake to the possibilities will storm the Charlotte market by radio advertising and win it—easily.

It's a substantial market; retail sales, according to 1930 Census of Distribution figures being $7,880,000 greater than Akron, Ohio, for instance, even tho population of that city is three times as large as Charlotte!

And it is a WBT market, too. No radio broadcast service from a network-affiliated station comes into Charlotte during the daylight hours —and in the summer season, very little at night . . . *INVESTIGATE!*

STEPPING UP FROM 5000 to 25000 WATTS

Construction on WBT's new transmitter goes forward. Alert advertisers who grasp awaiting market opportunities here will enjoy a 20,000 watt power bonus on contracts signed now to start broadcasting within 30 days. Present plans are for high power operation in the early summer.

STATION WBT INCORPORATED

• Key Station of the Dixie Network of the Columbia Broadcasting System

WILDER BUILDING
CHARLOTTE
NORTH CAROLINA

THE COLUMBIA BROADCASTING SYSTEM